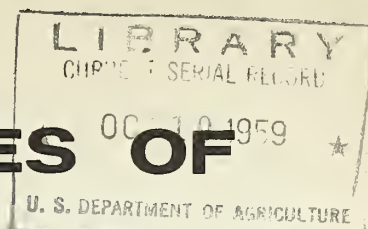


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CONSUMER PURCHASES OF Selected Fruits and Juices

By Regions and Retail Outlets

April-June 1959



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UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

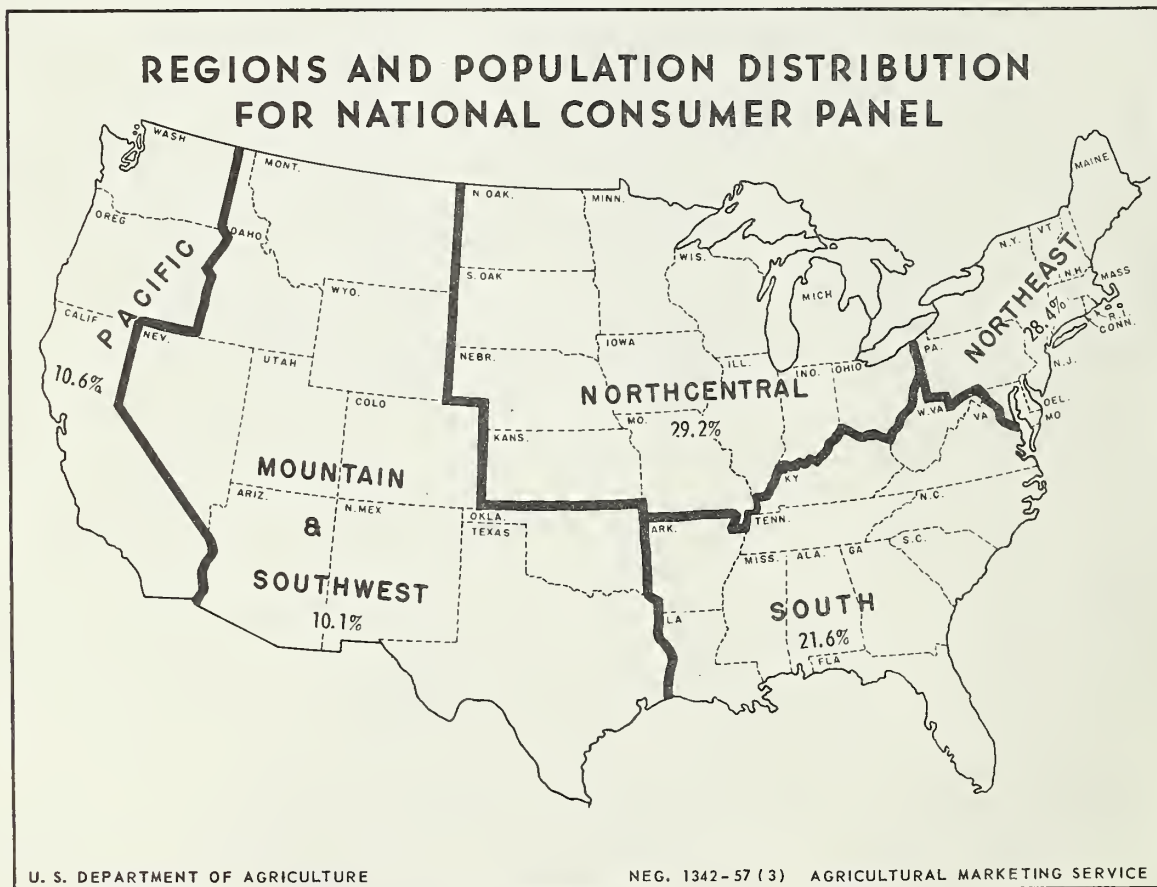
WASHINGTON D.C.

FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 6,000 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946.



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September 1959

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES,
BY REGIONS AND RETAIL OUTLETS, APRIL-JUNE 1959

By Clive E. Johnson
Market Development Branch
Marketing Research Division
Agricultural Marketing Service

: The data in this report represent estimated purchases of :
:specified fruits and juices by household consumers only. They:
:do not include purchases by restaurants, hospitals, hotels, or:
:other institutional outlets. :

SUMMARY

Household purchases of fresh citrus fruits increased substantially in the second quarter of 1959 over April-June 1958. Moderately large gains were reported for frozen concentrated juices, total ades, and fruit drinks. In contrast, canned single-strength juices and canned grapefruit sections were purchased in smaller volume.

Among the individual products, canned lemon juice, frozen concentrated lemonade, pineapple-grapefruit drink, and tomato juice were bought at record or near-record quantities for the quarter. Canned grapefruit juice staged a strong rally to equal the level of a year earlier. Frozen concentrated orange juice, though up from a year earlier, was bought in relatively small volume compared with earlier years despite a record production and large inventories. Purchases of canned orange juice dropped to a new low.

Declines of 5 to 24 percent were reported for purchases of chilled orange juice, single-strength and shelf-pack orangeades, prune juice, pineapple juice, and miscellaneous canned and frozen concentrated juices. Fresh oranges and grapefruit were bought in substantially greater volume than in the same quarter a year earlier, but lemons were held to a moderate gain (table 1).

Retail prices for oranges and grapefruit dropped sharply from a year earlier, and there was some decline in prices paid for lemons, frozen concentrated juices, and for canned grapefruit juice and tomato juice. Prices for other products were higher, with sharp advances reported for canned orange and prune juices, which were in relatively short supply.

CONCENTRATED JUICES AND ADES

Frozen orange concentrate.--Householders bought about 13.5 million gallons of frozen concentrated orange juice in April-June 1959, about 11 percent more than in the second quarter of 1958. Regional purchases ranged from 10 to 17 percent higher, except in the Mountain-Southwestern States where buying remained at about the same level as a year earlier. Purchases also remained about the same in national chain stores, while large gains were reported for other types of grocery outlets. Purchase rates ranged from about 5 ounces

per capita in the South to 16 in the Northeast, and averaged a little more than 10 ounces per person nationally. Retail prices, at 20.8 cents per 6-ounce can, were 2 cents lower than a year earlier.

The total quantity of frozen orange concentrate purchased during the season beginning October 1958 was about 23 percent less than in the corresponding period of 1956-57 and 13 percent less than in the same months of 1957-58 when supplies of citrus and production of the concentrate were at low levels following the freezes in Florida. The small volume of the current season was associated with a relatively low proportion of families buying, along with smaller purchases per buying family (table 2, figs. 1 and 5). ^{1/}

Other frozen concentrates.--Purchases of frozen concentrated juices other than orange dropped about 6 percent, or 150,000 gallons, from the level of the second quarter a year earlier. Moderate declines were reported for the Northeastern and North Central States, the principal buying areas, while heavy declines were experienced in the Southern and Mountain-Southwestern regions. Per capita purchases amounted to nearly 2 ounces per person for the quarter. Retail prices for these juices averaged 19.1 cents per 6-ounce can, almost the same as a year earlier (table 3).

Shelf-pack orangeade.--Despite an unusually sharp seasonal gain, second quarter purchases of shelf-pack orangeade, at 411,000 gallons, remained well below the level of a year earlier. Buying was off 11 percent from the previous year in the North Central States and 5 percent in the Pacific region, the areas where this product is bought in appreciable quantity. In these 2 regions per capita purchases averaged about 6 ounces. The average purchase was made at a price of 18.9 cents per 6-ounce can, 0.8 cent higher than a year earlier. Almost all the advance reflected higher prices in the Pacific Coast States (table 5).

Frozen concentrated lemonade.--Purchases of frozen concentrated lemonade climbed 30 percent from a year earlier to a new high of 5.5 million gallons for the quarter, though increased buying was reported for only the Northeastern, North Central, and the Mountain-Southwestern States. Purchases held at the level of a year earlier in the South, and a 9-percent decline was reported for the Pacific region. Despite these changes, the purchase rate of 6 ounces per person in the Pacific States remained well above the national average of 4 ounces. Prices paid, at 10.5 cents per 6-ounce can, were the same as a year earlier (table 4, fig. 2).

SINGLE-STRENGTH JUICES, ADES, AND DRINKS

Chilled orange juice.--Household purchases of chilled orange juice dropped 11 percent from April-June 1958 to about 6 million gallons, reflecting heavy declines in the North Central, Southern, and Mountain-Southwestern regions. Purchases in the heavy-buying Northeast region (10 ounces per capita as against 1 to 3 ounces elsewhere) remained unchanged, while a substantial increase was reported for the Pacific States. Most of the decline in volume was reflected in a lower level of purchases at independent grocery stores.

^{1/} See monthly reports of the Consumer Purchase series for data on proportion of families buying and size and frequency of purchase.

Prices to consumers averaged 41.5 cents per quart, 1.2 cents higher than in the same quarter a year earlier. Prices rose 1.9 cents to an average of 42.8 cents in dairies, delicatessens, and outlets other than regular grocery stores, which supplied half of the juice purchased by consumers. In national chains (9 percent of total volume) prices dropped 2.5 cents to 36.6 cents per quart. Regionally, higher prices were reported only in the Northeast and North Central States (table 6, figs. 1 and 5).

Canned orange juice.--The downtrend in purchases of canned orange juice and the upward movement of prices persisted in the second quarter of 1959, reflecting low production of the product. Purchases dropped 54 percent from the corresponding period of a year earlier to 2.1 million cases, the lowest reported in the 10-year series. ^{2/} Heavy losses in purchases occurred in all regions and in all types of outlets. Per capita purchases averaged 5.4 ounces nationally, with buying in the South at 7.7 ounces, substantially higher than in other regions. Retail price was at a new peak of 44.1 cents per 46-ounce can, an advance of 10.6 cents over a year earlier (table 8).

Canned grapefruit juice.--Purchases of canned grapefruit juice increased sharply from a low first quarter to equal those of a year earlier. Good gains over January-March were reported in all regions, but the picture was mixed in comparison with a year earlier. In the North Central States and in the Northeast, buying rose to the highest level for a year or more, but declines of 14 to 34 percent were reported in other regions. Purchases held close to a year earlier in all types of outlets. Per capita buying averaged 6.7 ounces nationally, with the rate an ounce or so higher than average in the Northeastern and North Central regions, and 1 to 2 ounces less in other regions. Prices paid averaged 29.4 cents per 46-ounce can, 1.1 cents less than a year earlier and 4.4 cents less than in the preceding quarter (table 9, fig. 4).

Lemon juice.--Lemon juice purchases jumped 27 percent over a year earlier to the highest quarterly level since 1952. Substantially heavier buying was reported for the Northeastern, North Central, and Southern regions, but purchases were far below those of a year earlier in the other regions. By type of outlet, higher purchase levels were recorded only for independent and regional chain groceries. The cost per 5-1/2-6-ounce can was 10.5 cents, slightly more than in April-June 1958 (table 10).

Pineapple juice.--Pineapple juice continued to be characterized by declining purchases and higher prices. Purchases dropped 24 percent below the same quarter a year earlier and were at the lowest level since mid-1951. Nonetheless, the purchase volume of this juice was second only to tomato juice. Per capita purchases varied from about 5 ounces in the North Central area to nearly 12 in the Northeast, and averaged about 8 ounces nationally. Retail prices increased 3.4 cents from a year earlier to 32.4 cents per 46-ounce can, the highest paid since 1951 (table 11).

Prune juice.--Purchases of prune juice declined to 1.7 million cases in the second quarter, a 14-percent drop from a year earlier. The small prune

^{2/} Canned juices and ades, and canned grapefruit sections are reported in cases of equivalent 24 No. 2 cans.

crop was associated with the decline in purchases of this product. A 29 percent decline in the heavy-buying Northeast obscured gains in the Southern, Mountain-Southwestern, and Pacific regions. A moderate decline occurred in the North Central States. By types of retail outlet, the greatest drop was in independent groceries. A quart bottle of prune juice cost consumers an average of 43.4 cents, 9.5 cents more than in April-June 1958 (table 12).

Tomato juice.--In contrast to the usual seasonal decline, household purchases of tomato juice in April-June 1959 held at the high first quarter level of 6.3 million cases. Gains of about 17 percent over the same quarter of a year earlier in the Mountain-Southwestern and Pacific Coast areas, along with a good showing in other regions, resulted in an 8-percent increase in total purchases. Moderate increases in buying at regional chain stores and substantial gains in independent groceries were in contrast to the drop reported for national chains. On the average, a 46-ounce can of tomato juice cost consumers 25.9 cents, 3 cents less than a year earlier, and 4 to 18 cents less than prices paid for other individually reported juices (table 13).

Other single-strength juices.--Householders purchased 5.8 million cases of canned single-strength juices other than the juices individually reported, a moderate decline in volume from the second quarter of 1958. The average per capita purchase of 15 ounces per person represented a variation from 7 ounces in the South to 25 in the Northeast. The average price paid per 46-ounce can was 38.4 cents, about 4 cents more than a year earlier (table 14).

All canned single-strength juices.--Purchases of all canned single-strength juices for home use totaled 21.9 million cases in the second quarter of 1959, 14 percent less than a year earlier. Smaller purchases were reported for all regions and types of grocery stores. Per capita purchases, which averaged about 56 ounces nationally, ranged from 38 ounces in the South to 78 in the Northeast (table 7).

Pineapple-grapefruit drink.--Second quarter purchases of pineapple-grapefruit drink totaled 3.3 million cases, a 21-percent gain over a year earlier. Buying dropped 5 percent in relation to the preceding quarter, however, the reverse of the seasonal change in the 2 preceding years. Per capita purchase rates in the Northeastern and Pacific regions were well above the national average of 8 ounces per person. During the 9 months for which regional purchase data are available, buying increased in the North Central, Southern and Mountain-Southwestern regions, in contrast to a 12-percent decline in the Pacific Coast States. Prices averaged 30.4 cents per 46-ounce can, 0.5 cent higher than in April-June 1958 (table 16, fig. 4).

Canned orangeade.--Canned single-strength orangeade failed to make the usual seasonal gain over the first quarter, and as a result second quarter purchases of 542,000 cases were 5 percent below those of a year earlier. Heavy declines in the Mountain-Southwestern and Pacific States, along with a moderate decline in the North Central region, more than offset gains in the other regions. Purchases in independent and national chain outlets dropped behind year earlier levels, but a good upturn was experienced by regional chain stores. Per capita purchases varied from a low of 2.4 ounces in the

Northeast to a high of 6.4 ounces in the North Central States, and averaged 4.4 ounces nationally. The average retail price rose 2.2 cents from a year earlier to 29.9 cents per 46-ounce can (table 15).

FRESH AND CANNED FRUIT

Fresh oranges.--Householders bought about 6.1 million boxes of fresh oranges in the second quarter of 1959, 21 percent more than a year earlier. About 61 percent of the oranges purchased were produced in California-Arizona, and 22 percent were grown in Florida; most of the balance was not identified as to area of origin. Buying in the South increased only moderately in contrast to substantial increases in other regions. Gains in purchases were smaller in independent stores than those in national and regional chains.

Per capita purchases averaged about 8 oranges for the quarter. Buying rates were substantially higher than average in the Northeast and Pacific regions, and substantially lower in the South and Mountain-Southwestern States.

Purchases of California-Arizona oranges increased 45 percent or 1.2 million boxes over a year earlier, reflecting a larger crop and heavier buying in all regions. Purchases of Florida oranges, with buying off substantially in the Northeast and moderately in the North Central regions, were 14 percent lower than a year earlier. Although the Florida orange crop was moderately larger than in the preceding season, fewer oranges were available for fresh use, as a greater quantity, representing a larger proportion of the crop, was utilized for production of products. Purchases of Texas oranges held at the year earlier level, while oranges not identified as to area of production were bought in greater volume.

On the average, a dozen oranges cost consumers 50.3 cents, 12.1 cents less than a year earlier. Prices for California-Arizona oranges dropped nearly 17 cents to 51.3 cents, and Florida oranges were down about 7 cents to 49.2 cents per dozen. Texas oranges, also bought at 49.2 cents per dozen, cost about 4 cents more. Prices for unidentified oranges dropped about 9 cents (tables 17-20, fig. 3).

Fresh grapefruit.--About 4.2 million boxes of grapefruit were purchased for home use in April-June 1959, 25 percent more than a year earlier. Substantial gains were reported for the Northeastern, North Central, and Southern regions, in contrast to moderate declines in Mountain-Southwestern and Pacific Coast States. As for oranges, the gain in purchases of grapefruit in regional and national chain stores was considerably greater than in independent outlets. About 57 percent of the grapefruit purchased were produced in Florida, 15 percent in California-Arizona, 6 percent in Texas, and the balance were unidentified as to origin.

With heavy gains in buying reported for all regions, purchases of Florida grapefruit increased 63 percent. A larger crop and about the same distribution between fresh sales and processing as in the preceding season were associated with the gain. California-Arizona crops were smaller and household purchases

dropped 14 percent, with substantial declines occurring in regions other than the South and the Pacific. Purchases of Texas grapefruit were off about one-fourth from a year earlier, with a substantial decline reported for the North Central States and a more moderate drop in the Mountain-Southwestern area, the main market areas.

Per capita buying averaged 1.9 grapefruit in the North-Central region, the same as the national average, compared with about 1 in the South and the Mountain-Southwestern States, and 2-1/2 in the Northeast and in the Pacific regions.

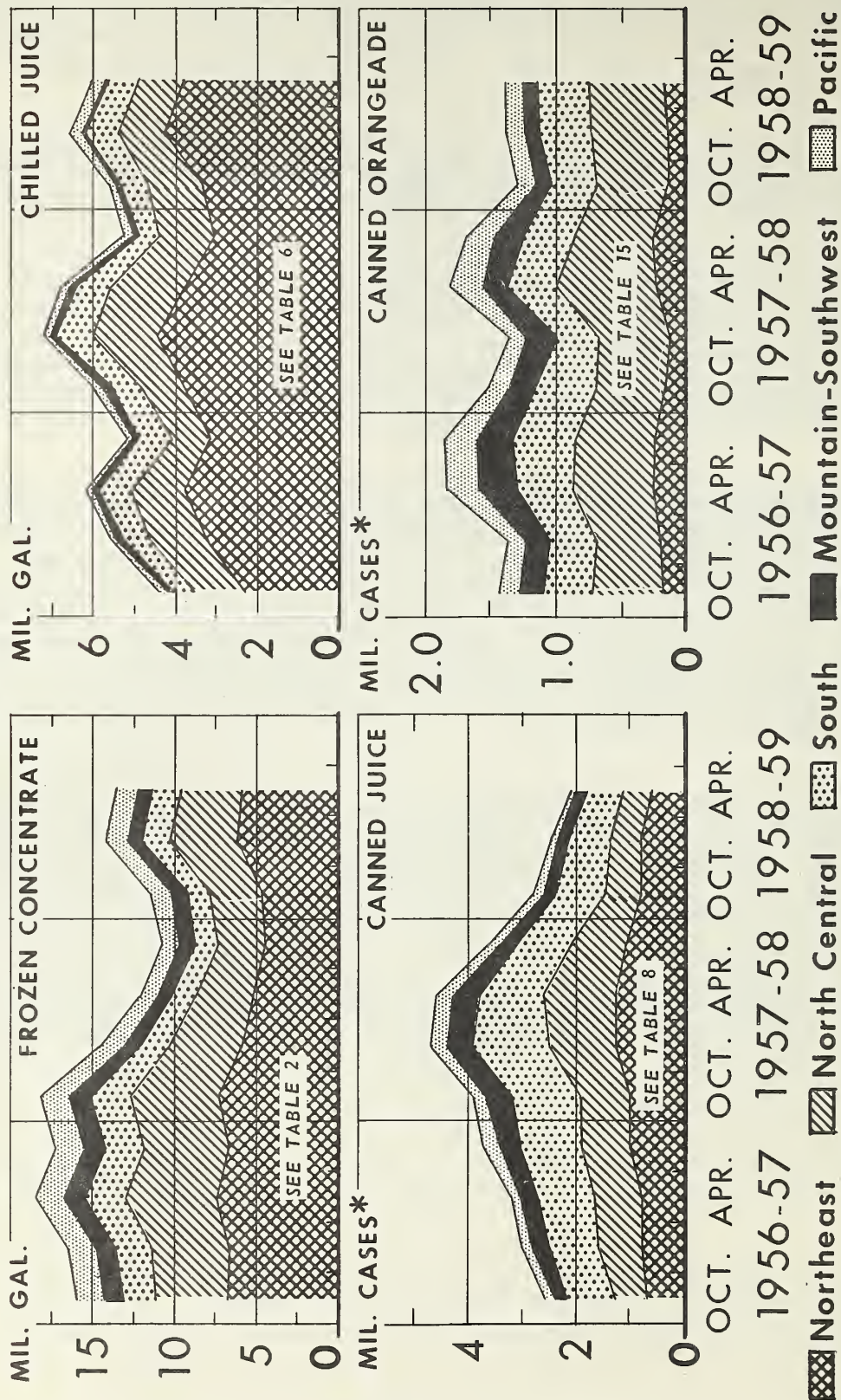
Retail prices for grapefruit averaged 98.4 cents per dozen, 13.4 cents less than was paid in the second quarter of 1958. Price declines averaged 34 cents in the Northeast, 25 cents in the South, and 16 cents for the North Central States. However, price increases were reported for the Mountain-Southwestern and Pacific Coast States, reflecting higher prices paid in those areas for California-Arizona grapefruit (tables 21-24).

Canned grapefruit sections.--Second quarter 1959 household purchases of canned grapefruit sections amounted to 727,000 cases, a decline of 25 percent from the same quarter of 1958. As the first quarter volume was also at a low level, total purchases for the season, beginning October 1958, were about 11 percent less than in the same period of 1957-58. Heavy declines from a year earlier were reported for all regions and for all types of retail grocery stores. Per capita purchases averaged about 2 ounces nationally, with rates in the Southern and Mountain-Southwestern regions far below the average. A No. 303 can of grapefruit sections cost consumers 20.6 cents, 0.7 cent more than a year earlier (table 25).

Fresh lemons.--Lemons staged a strong seasonal upturn from the low first quarter 1959 level to climb to the highest second quarter volume since 1956. Purchases totaled about 1.4 million boxes, a 5-percent gain over April-June 1958. In the South, the heaviest buying area, purchases remained at the same level as a year earlier. Large gains, however, were reported in the Northeastern and North Central States, while heavy declines occurred in the Mountain-Southwestern and Pacific regions. Per capita purchases, which varied between 1.3 lemons in the Pacific region and 4.4 in the South, averaged 2.7 nationally. Retail prices dropped 1.7 cents per dozen from a year earlier to 42 cents, the lowest average price for several years (table 26).

ORANGE PRODUCTS

Household Purchases, by Regions and by Quarters

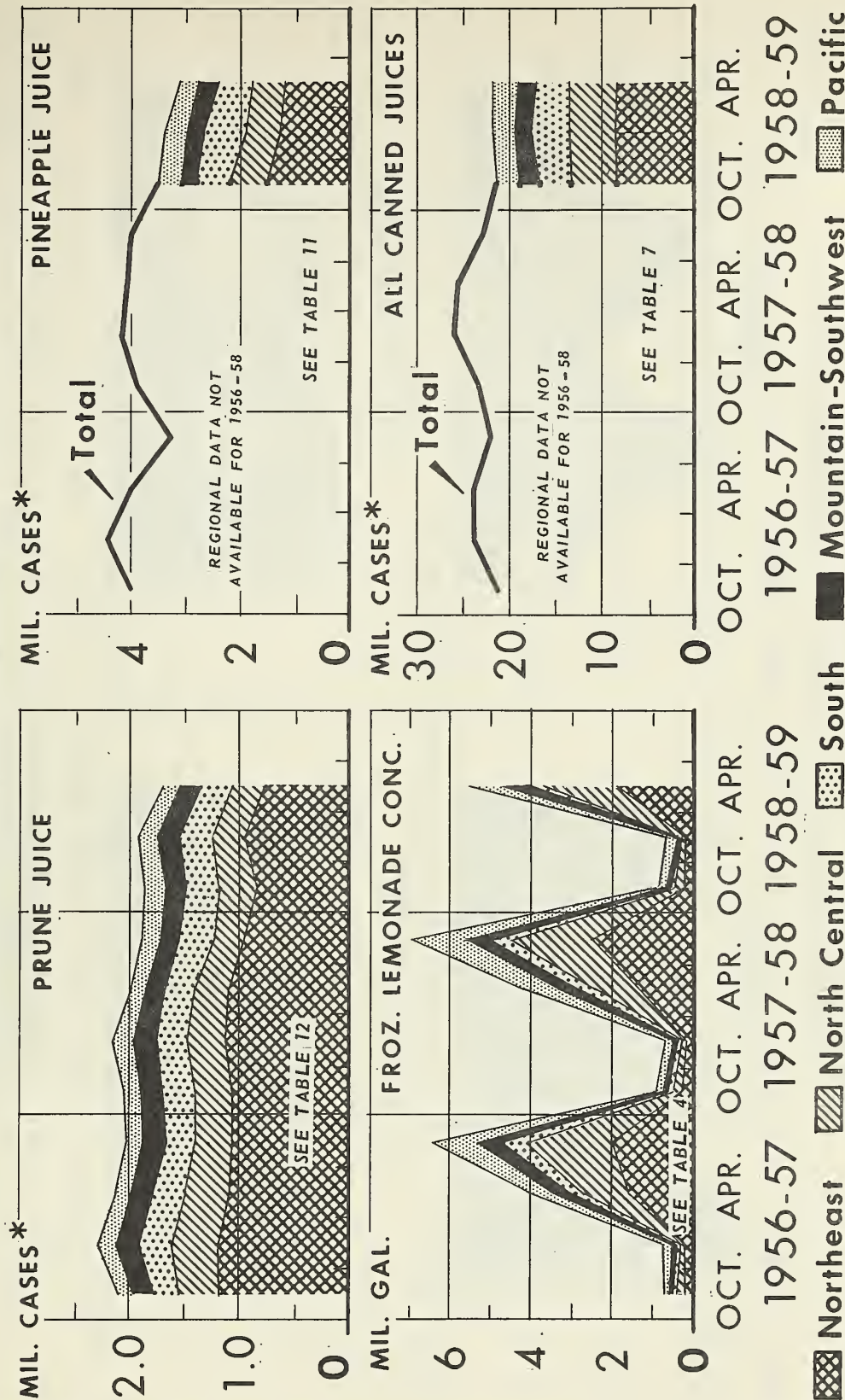


* EQUIVALENT 24 NO. 2'S

NOTE DIFFERENCES IN SCALE

JUICES AND ADES

Household Purchases, by Regions and by Quarters

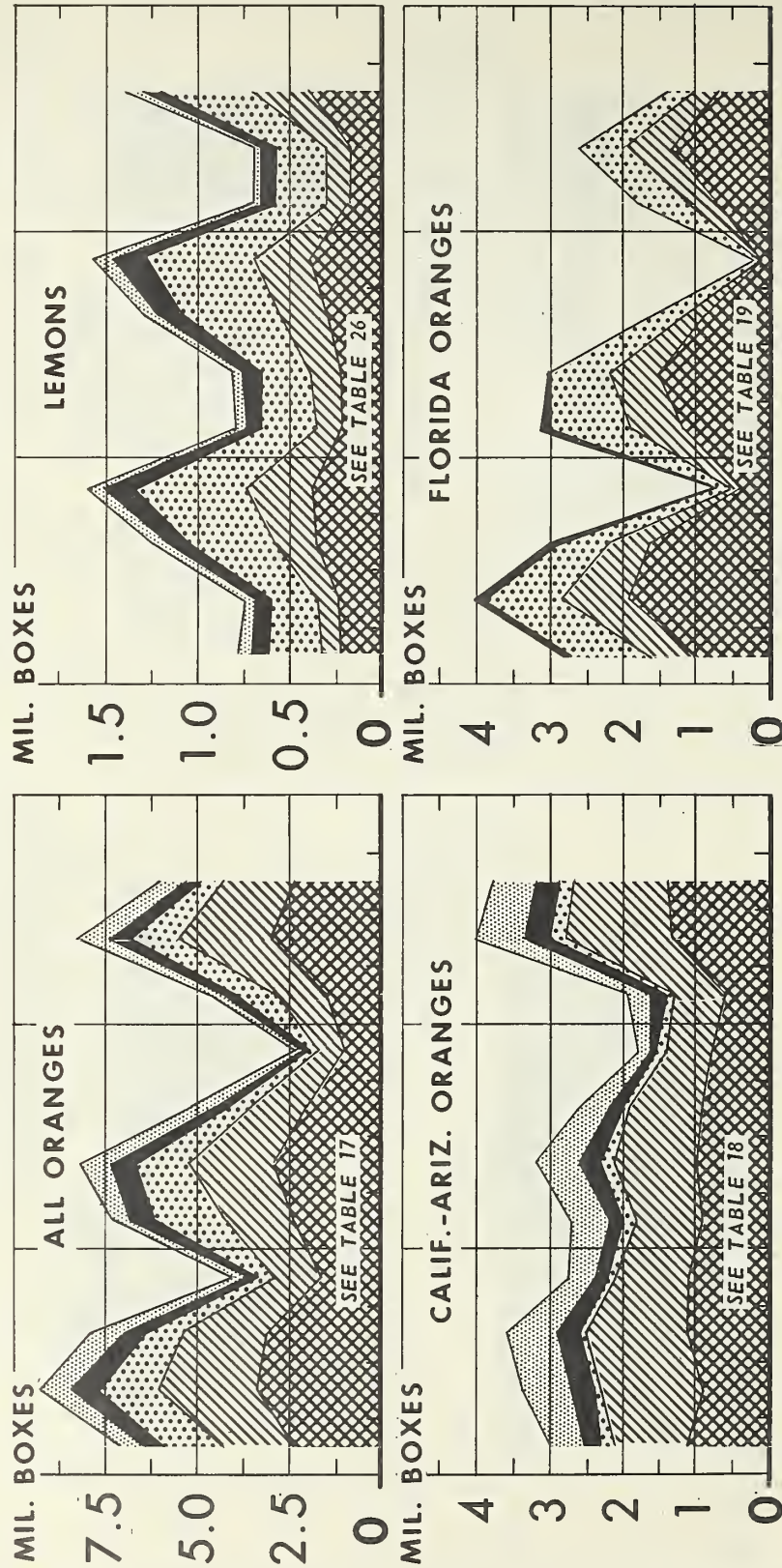


*EQUIVALENT 24 NO. 2'S

NOTE DIFFERENCES IN SCALE

FRESH ORANGES AND LEMONS

Household Purchases, by Regions and by Quarters



OCT. APR. OCT. APR. OCT. APR.

OCT. APR. OCT. APR. OCT. APR.

1956-57 1957-58 1958-59

1956-57 1957-58 1958-59

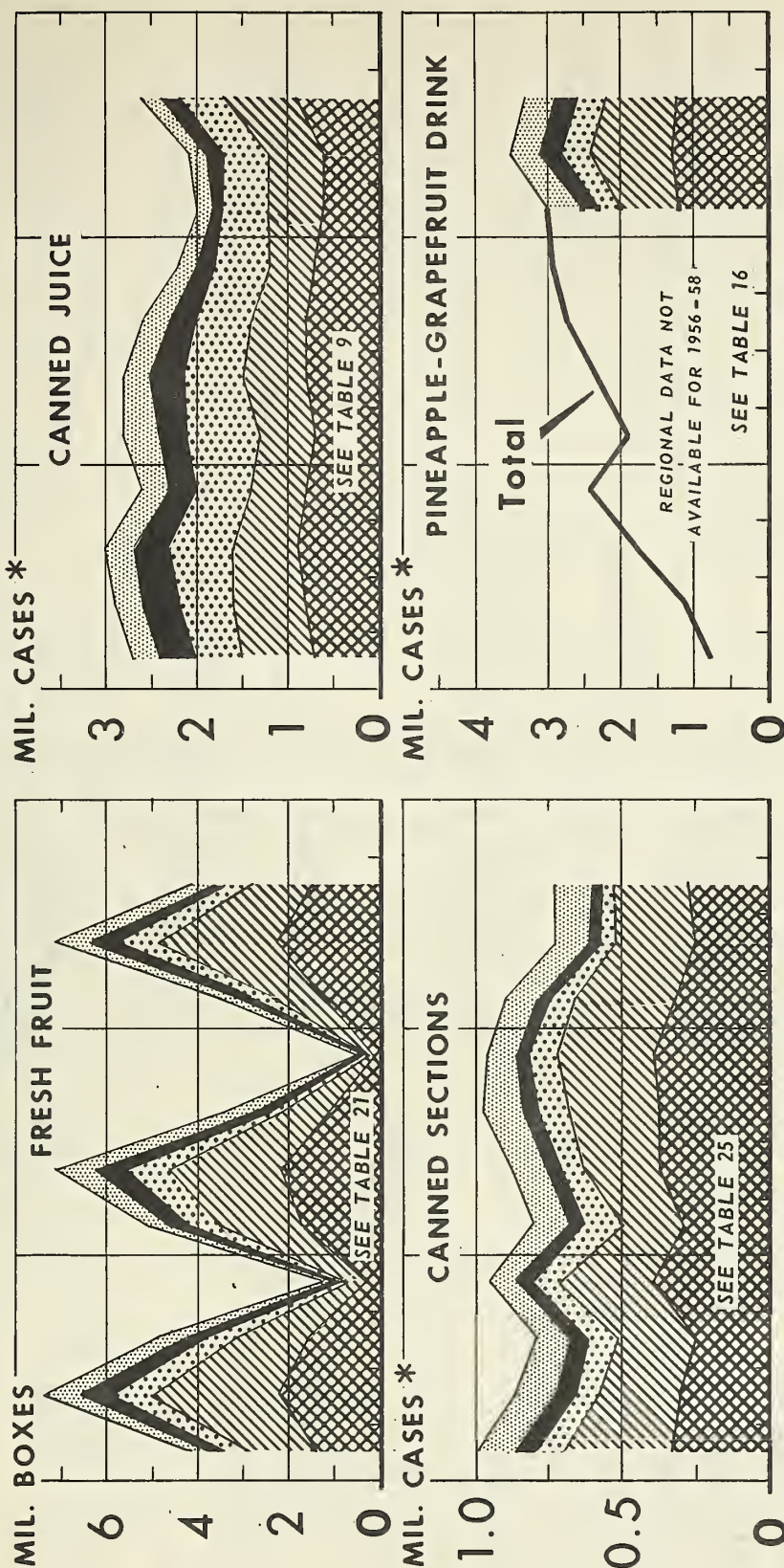
■ Northeast ■ North Central ■ South ■ Pacific

■ Mountain-Southwest ■ Pacific

NOTE DIFFERENCES IN SCALE

FRESH AND PROCESSED GRAPEFRUIT

Household Purchases, by Regions and by Quarters



OCT. APR. OCT. APR. OCT. APR.

1956-57 1957-58 1958-59

■ Northeast ▨ North Central ▩ South ■ Mountain-Southwest ▨ Pacific

* EQUIVALENT 24 NO. 2'S

NOTE DIFFERENCES IN SCALE

Household Purchases Per Person, by Regions and by Quarters

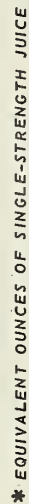


Table 1. SUMMARY: Consumer purchases of selected fruits and juices, April-June 1959

Commodity	Unit	Purchases						Percentage change from April-June 1958 1/					
		: United : : States :	: North- : east :	: North : : Central :	: South : : west :	: Moun- : tain- : South- : west :	: Pacific : : States :	: United : : States :	: North- : east :	: North : : Central :	: South : : west :	: Moun- : tain- : South- : west :	: Pacific : : States :
JUICES, ADES AND DRINKS:													
Concentrates:													
Frozen orange juice	: 1,000 gallons	13,514	5,796	3,819	1,676	880	1,343	11	10	11	17	2	17
Other frozen juices	do.	2,479	1,086	777	177	202	237	-6	-3	-6	-17	-14	1
Total frozen juices	do.	15,993	6,882	4,596	1,853	1,082	1,580	8	8	8	13	-1	14
Frozen lemonade	do.	5,494	1,839	1,822	409	612	812	30	42	67	*	16	-9
Shelf-pack orangeade	do.	411	2/	218	2/	2/	81	-12	2/	-11	2/	2/	-5
Single-strength juices:													
Chilled orange juice	do.	6,042	3,802	1,136	670	130	304	-11	*	-35	-19	-27	26
Canned juices:													
Orange	: 1,000 cases	2,093	582	450	716	196	149	-54	-55	-65	-44	-59	-42
Grapefruit	do.	2,634	853	799	532	240	210	1	8	35	-14	-20	-34
Lemon	do.	280	118	97	25	12	28	27	40	41	32	-20	-18
Pineapple	do.	3,117	1,242	587	574	360	354	-24					
Prune	do.	1,709	779	278	293	189	170	-14	-29	-7	3	21	7
Tomato	do.	6,251	2,153	1,640	816	596	1,046	8	5	6	2	17	19
Other	do.	5,818	2,718	1,245	612	436	807	-6					
Total canned juices	do.	21,902	8,445	5,096	3,568	2,029	2,764	-14					
Orangeade	do.	1,718	256	714	411	134	203	-5	14	-5	10	-32	-22
Pineapple-grapefruit drink	do.	3,263	1,216	976	357	281	438	21					
FRESH FRUIT:													
Oranges:													
California-Arizona	: 1,000 boxes	3,765	1,415	1,336	151	240	623	45	61	36	57	19	45
Florida	do.	1,369	721	280	343	20	2/	-14	-22	-7	1	2/	2/
Unidentified	do.	852	222	250	154	69	157	14	*	22	-6	60	39
Total 3/	do.	6,125	2,369	1,878	667	426	785	21	17	25	6	18	41
Grapefruit:													
California-Arizona	do.	651	45	75	2/	38	484	-14	-50	-14	2/	-42	-3
Florida	do.	2,423	1,254	684	397	44	44	63	48	92	86	16	29
Unidentified	do.	896	205	395	145	71	80	15	9	17	58	4	-15
Total 3/	do.	4,243	1,508	1,269	577	267	622	25	33	31	66	-9	-5
Lemons	do.	1,351	363	280	528	113	67	5	25	14	-1	-14	-20
CANNED GRAPEFRUIT SECTIONS	: 1,000 cases	727	266	255	52	29	125	-25	-29	-14	-50	-43	-14

1/ Lack of entry indicates April-June 1958 data not available. 2/ Too few purchases reported for analysis. 3/ Includes fruit from other areas. *Less than 0.5 percent change.

Table 2. FROZEN CONCENTRATED ORANGE JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
TOTAL PURCHASES:										
1957-58:										
October-December	18,198	7,350	5,383	2,311	1,323	1,831	5,780	6,134	5,850	434
January-March	14,555	5,910	4,467	1,796	1,043	1,339	4,775	4,743	4,734	303
April-June	12,143	5,267	3,432	1,433	863	1,148	3,681	4,295	3,944	223
July-September	10,836	4,576	2,855	1,397	899	1,109	3,349	3,689	3,545	253
Total	55,732	23,103	16,137	6,937	4,128	5,427	17,585	18,861	18,073	1,213
1958-59:										
October-December	11,465	4,831	3,082	1,430	846	1,276	3,530	3,884	3,711	340
January-March	14,242	6,069	4,085	1,788	953	1,347	4,695	4,710	4,517	320
April-June	13,514	5,796	3,819	1,676	880	1,343	4,217	4,283	4,654	360
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	21.8	22.3	23.2	21.0	19.0	21.4	2/	24.2	2/	21.8
January-March	18.8	18.7	20.0	18.9	16.9	18.4	16.5	20.5	20.2	27.5
April-June	17.7	18.0	18.1	17.5	16.5	17.4	15.9	19.5	18.4	19.4
July-September	17.1	16.9	17.2	16.7	16.7	18.4	15.7	18.3	17.3	22.0
1958-59:										
October-December	17.6	18.0	17.2	16.8	16.7	18.5	15.8	18.5	18.3	27.3
January-March	20.2	20.1	20.7	19.4	19.2	20.7	18.6	21.7	20.4	24.8
April-June	19.6	19.8	20.5	18.5	17.6	20.2	17.9	21.2	19.8	26.9
July-September										
PURCHASES PER 1,000 POPULATION:	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1957-58:										
October-December	109.4	160.1	115.0	58.4	77.5	107.5				
January-March	87.2	128.3	95.1	45.4	60.5	78.5				
April-June	72.5	114.2	72.8	36.1	50.4	67.2				
July-September	64.6	99.2	61.0	34.7	52.2	64.1				
1958-59:										
October-December	68.1	103.9	65.1	35.8	49.5	73.8				
January-March	84.5	130.7	86.0	44.3	55.6	77.8				
April-June	79.9	124.4	79.8	41.6	51.5	77.1				
July-September										
AVERAGE PRICE PAID PER 6-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	15.5	15.3	15.3	15.1	16.5	15.7	2/	14.7	2/	15.5
January-March	20.1	20.1	20.0	19.5	21.5	20.2	21.3	19.4	19.7	18.6
April-June	22.8	22.7	22.9	22.6	24.2	22.4	24.0	22.0	22.5	21.5
July-September	24.6	24.9	24.6	24.3	25.8	23.2	25.6	23.8	24.1	24.7
Season average	20.0	20.1	19.8	19.5	21.5	19.7	21.6	19.2	19.3	19.6
1958-59:										
October-December	25.1	25.3	25.2	24.6	25.7	24.3	26.0	24.4	24.7	25.5
January-March	20.9	20.7	20.4	21.0	21.7	21.4	21.9	19.9	20.5	23.0
April-June	20.8	20.7	20.5	20.7	21.6	20.9	21.7	19.8	20.6	21.0
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 3. OTHER FROZEN CONCENTRATED JUICES

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date 1/

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 2/
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL PURCHASES:	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>
1957-58:										
October-December	2,034	969	556	160	132	217	628	593	686	127
January-March	2,679	1,184	803	269	197	226	837	853	890	99
April-June	2,633	1,125	824	214	235	235	761	858	924	90
July-September	2,721	1,197	761	252	234	277	877	857	886	101
Total	10,067	4,475	2,944	895	798	955	3,103	3,161	3,386	417
1958-59:										
October-December	2,453	1,083	720	204	214	232	720	854	694	185
January-March	2,145	824	673	191	205	252	681	654	668	142
April-June	2,479	1,086	777	177	202	237	788	748	711	232
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>
1958-59:										
October-December	13.9	14.5	14.6	14.0	12.6	12.3	13.1	13.9	13.2	20.3
January-March	13.8	14.4	13.7	12.5	13.0	14.5	13.7	13.4	13.6	17.3
April-June	14.5	16.0	15.0	14.1	11.5	13.7	14.1	14.1	14.1	19.1
July-September										
PURCHASES PER 1,000 POPULATION:	<u>Gallons</u>	<u>Gallons</u>	<u>Gallons</u>	<u>Gallons</u>	<u>Gallons</u>	<u>Gallons</u>				
1957-58:										
October-December	12.2	21.1	11.9	4.0	7.8	12.8				
January-March	16.0	25.7	17.1	6.7	11.4	13.3				
April-June	15.8	24.4	17.5	5.3	13.7	13.7				
July-September	16.2	25.9	16.3	6.3	13.6	16.0				
1958-59:										
October-December	14.6	23.3	15.2	5.1	12.5	13.4				
January-March	12.7	17.8	14.2	4.8	12.0	14.5				
April-June	14.6	23.3	16.2	4.4	11.8	13.6				
July-September										
AVERAGE PRICE PAID PER 6-OUNCE CAN:	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1957-58:										
October-December	17.9									
January-March	18.6									
April-June	19.2									
July-September	19.1									
Season average	18.7									
1958-59:										
October-December	19.9	19.9	19.8	20.2	20.7	19.2	21.0	19.1	19.9	19.4
January-March	19.7	19.4	19.8	20.4	21.5	18.6	20.7	18.9	19.7	18.7
April-June	19.1	18.5	18.9	19.8	21.4	19.0	19.9	18.5	19.0	19.0
July-September										
Season average										

1/ Includes all frozen concentrated juices except orange. Revised from July-September 1958 and prior reports to include frozen concentrated grapefruit juice which is not now separately reported.

2/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc.

Table 4. FROZEN CONCENTRATED LEMONADE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL PURCHASES:	gallons	gallons	gallons	gallons	gallons	gallons	gallons	gallons	gallons	gallons
1957-58:										
October-December	891	311	206	83	98	193	252	255	327	2/
January-March	657	218	124	64	102	149	204	180	255	2/
April-June	4,213	1,292	1,093	410	528	890	1,535	1,091	1,490	97
July-September	6,930	2,473	2,025	529	601	1,302	2,386	1,924	2,493	127
Total	12,691	4,294	3,448	1,086	1,329	2,534	4,377	3,450	4,565	299
1958-59:										
October-December	930	276	150	88	125	291	337	261	308	2/
January-March	657	210	140	46	103	158	300	164	177	2/
April-June	5,494	1,839	1,822	409	612	812	1,993	1,444	1,881	176
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	18.4	18.1	19.9	16.5	16.5	19.7	3/	18.9	3/	2/
January-March	16.0	16.9	14.2	16.4	14.6	17.2	14.3	15.7	16.9	2/
April-June	24.0	24.0	21.4	22.2	22.8	27.9	23.2	23.2	25.4	24.8
July-September	24.5	24.1	24.4	24.0	21.2	27.1	23.4	23.7	26.4	28.3
1958-59:										
October-December	17.9	18.0	16.5	18.3	16.5	18.9	16.8	16.7	20.0	2/
January-March	17.1	17.8	17.5	14.3	16.0	17.8	17.2	16.3	18.0	2/
April-June	25.0	23.2	24.5	23.5	24.3	29.7	24.4	24.2	25.6	34.7
July-September										
PURCHASES PER 1,000 POPULATION:	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1957-58:										
October-December	5.4	6.8	4.4	2.1	5.7	11.3				
January-March	3.9	4.7	2.6	1.6	5.9	8.7				
April-June	25.2	35.8	23.2	10.3	30.8	52.1				
July-September	41.3	53.6	43.3	13.2	34.9	75.3				
1958-59:										
October-December	5.5	5.9	3.2	2.2	7.3	16.8				
January-March	3.9	4.5	2.9	1.1	6.0	9.1				
April-June	32.5	39.5	38.1	10.2	35.8	46.6				
July-September										
AVERAGE PRICE PAID PER 6-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	12.0	12.1	12.3	12.5	12.9	11.2	3/	11.5	3/	2/
January-March	12.8	13.3	13.1	12.9	13.4	11.8	13.6	12.3	11.9	2/
April-June	10.5	10.5	10.6	11.9	11.2	9.7	10.8	10.6	10.0	12.4
July-September	10.3	10.6	10.3	11.1	10.7	9.5	10.5	10.4	10.0	11.6
Season average	10.6	10.8	10.6	11.6	11.3	9.8	10.9	10.6	10.2	12.3
1958-59:										
October-December	11.4	11.7	11.8	12.7	12.0	10.3	11.6	11.9	10.6	2/
January-March	12.1	12.5	11.8	14.0	12.9	11.1	12.0	12.6	11.7	2/
April-June	10.5	11.0	10.7	11.4	10.5	9.5	10.5	10.7	10.3	11.4
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 5. SHELF-PACK ORANGEADE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
TOTAL PURCHASES:										
1957-58:										
October-December	342	2/	216	2/	43	45	193	66	80	2/
January-March	336	2/	206	2/	47	43	172	74	84	2/
April-June	469	59	244	2/	61	85	266	104	2/	2/
July-September	369	2/	186	2/	60	69	215	68	80	2/
Total	1,516	167	852	2/	211	242	846	312	337	2/
1958-59:										
October-December	306	2/	166	2/	2/	68	171	66	66	2/
January-March	291	2/	186	2/	2/	50	186	51	53	2/
April-June	411	2/	218	2/	2/	81	227	86	91	2/
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	17.4	2/	20.3	2/	15.6	15.0	3/	17.3	3/	2/
January-March	17.0	2/	18.1	2/	17.6	15.9	16.7	17.0	21.6	2/
April-June	17.1	13.4	17.3	2/	18.3	17.4	18.0	14.7	2/	2/
July-September	16.6	2/	15.6	2/	18.3	19.2	17.5	15.9	15.3	2/
1958-59:										
October-December	17.1	2/	14.8	2/	2/	21.9	17.8	17.5	15.3	2/
January-March	15.9	2/	15.9	2/	2/	17.8	17.2	15.4	12.9	2/
April-June	17.5	2/	16.1	2/	2/	21.1	19.0	15.4	16.8	2/
July-September										
PURCHASES PER 1,000 POPULATION:	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1957-58:										
October-December	2.1	2/	4.6	2/	2.5	2.6				
January-March	2.0	2/	4.4	2/	2.7	2.5				
April-June	2.8	1.3	5.2	2/	3.6	5.0				
July-September	2.2	2/	4.0	2/	3.5	4.0				
1958-59:										
October-December	1.8	2/	3.5	2/	2/	3.9				
January-March	1.7	2/	3.9	2/	2/	2.9				
April-June	2.4	2/	4.6	2/	2/	4.6				
July-September										
AVERAGE PRICE PAID PER 6-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	17.2	2/	17.4	2/	17.0	17.3	3/	16.6	3/	2/
January-March	17.2	2/	17.4	2/	16.8	17.0	17.6	16.4	16.9	2/
April-June	18.1	17.1	18.8	2/	16.4	18.2	18.7	16.3	2/	2/
July-September	18.4	2/	18.5	2/	17.8	19.2	18.7	17.2	18.5	2/
Season average	17.8	16.9	18.0	17.1	17.0	18.2	18.2	16.6	17.7	17.1
1958-59:										
October-December	19.4	2/	19.5	2/	2/	20.1	19.6	18.6	19.9	2/
January-March	19.3	2/	19.0	2/	2/	20.2	19.5	18.4	19.2	2/
April-June	18.9	2/	18.9	2/	2/	19.7	19.1	13.1	19.1	2/
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Table 6. CHILLED ORANGE JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL PURCHASES:	gallons	gallons	gallons	gallons	gallons	gallons	gallons	gallons	gallons	gallons
1957-58:										
October-December	5,958	3,771	1,054	809	112	212	2,056	470	721	2,711
January-March	7,195	4,515	1,518	821	111	230	2,473	564	810	3,348
April-June	6,791	3,809	1,741	823	177	241	2,177	583	864	3,167
July-September	5,303	3,104	1,257	545	130	267	1,738	357	801	2,407
Total	25,247	15,199	5,570	2,998	530	950	8,444	1,974	3,196	11,633
1958-59:										
October-December	5,749	3,379	1,349	665	2/	302	1,872	329	814	2,734
January-March	6,594	4,338	1,185	723	2/	269	1,758	670	869	3,297
April-June	6,042	3,802	1,136	670	130	304	1,664	561	804	3,013
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	39.3	40.3	38.5	40.9	33.9	33.4	3/	40.7	3/	39.0
January-March	38.0	38.9	36.7	39.6	32.5	33.9	40.0	37.6	37.0	37.0
April-June	37.9	38.6	37.1	40.7	33.3	33.4	39.1	40.6	37.7	36.8
July-September	38.8	40.3	37.4	41.3	34.3	33.1	39.6	49.3	35.5	38.4
1958-59:										
October-December	38.1	39.5	37.6	36.9	2/	34.6	39.5	46.1	35.1	37.3
January-March	37.3	37.5	36.9	38.4	2/	35.5	36.6	40.9	36.2	37.3
April-June	37.2	37.0	37.1	39.7	37.8	34.2	37.3	44.6	35.2	26.6
July-September										
PURCHASES PER 1,000										
POPULATION:	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1957-58:										
October-December	35.8	82.1	22.5	20.4	6.6	12.5				
January-March	43.1	98.0	32.3	20.7	6.4	13.5				
April-June	40.6	82.6	37.0	20.7	10.3	14.1				
July-September	31.6	67.3	26.9	13.6	7.6	15.4				
1958-59:										
October-December	34.2	72.6	28.5	16.6	2/	17.5				
January-March	39.1	93.5	25.0	17.9	2/	15.5				
April-June	35.7	81.6	23.7	16.6	7.6	17.5				
July-September										
AVERAGE PRICE PAID PER										
QUART:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	35.9	34.6	36.8	35.2	36.1	46.9	3/	32.9	3/	37.7
January-March	36.8	35.5	38.2	36.3	35.6	45.6	35.5	34.1	34.7	38.5
April-June	40.3	40.5	40.0	38.4	37.8	45.8	40.0	39.1	39.7	40.9
July-September	41.2	42.0	40.3	37.6	36.5	46.6	41.8	41.1	39.9	41.3
Season average	38.5	37.8	39.3	36.8	36.6	46.1	37.7	36.3	36.9	39.7
1958-59:										
October-December	42.1	42.4	41.6	39.3	2/	47.6	42.4	41.0	40.7	42.5
January-March	41.0	40.8	41.3	39.2	2/	45.6	40.4	35.8	40.3	42.2
April-June	41.5	41.9	41.9	38.4	37.7	45.5	40.8	36.6	40.6	42.8
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.
 Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 7. ALL CANNED SINGLE-STRENGTH JUICES

Consumer purchases and average prices paid, by regions and retail outlets, October 1956 to date ^{1/}

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets ^{2/}
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
TOTAL PURCHASES:										
1956-57:										
October-December	21,118									
January-March	23,606									
April-June	23,648									
July-September	21,858									
Total	90,230									
1957-58:										
October-December	23,255									
January-March	25,875									
April-June	25,519									
July-September	22,753									
Total	97,402									
1958-59:										
October-December	21,403	8,411	4,833	3,631	1,900	2,628	8,391	5,506	7,096	410
January-March	22,212	8,564	5,061	3,894	2,079	2,614	8,980	5,753	7,103	376
April-June	21,902	8,445	5,096	3,568	2,029	2,764	8,313	6,092	7,167	330
July-September										
	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>
AVERAGE SIZE OF PURCHASE:										
1958-59:										
October-December	50.6	50.4	50.8	49.0	47.5	54.9	48.9	52.1	51.7	51.2
January-March	51.6	50.7	51.3	50.6	51.3	55.2	50.4	54.2	51.6	47.9
April-June	52.5	50.6	54.6	49.6	51.7	57.2	50.4	56.7	52.3	47.9
July-September										
	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>	<u>Cases</u>
PURCHASES PER 1,000 POPULATION:										
1958-59:										
October-December	127.2	180.8	102.0	90.8	111.1	152.0				
January-March	131.7	184.5	106.6	96.5	121.4	151.0				
April-June	129.4	181.3	106.5	88.6	118.7	158.7				
July-September										

^{1/} Revised from July-September 1958 and prior reports to exclude pineapple-grapefruit drink which was separately reported beginning with October 1958. ^{2/} Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. ^{3/} Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 8. SINGLE-STRENGTH ORANGE JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL PURCHASES:	cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases
1957-58:										
October-December	3,885	1,012	898	1,314	436	225	1,851	1,049	857	128
January-March	4,663	1,281	1,231	1,428	452	271	2,151	1,336	1,048	128
April-June	4,581	1,285	1,277	1,288	475	256	2,212	1,230	1,007	132
July-September	3,592	1,126	950	1,005	318	193	1,612	949	929	102
Total	16,721	4,704	4,356	5,035	1,681	945	7,826	4,564	3,841	490
1958-59:										
October-December	2,767	815	701	878	211	162	1,280	688	716	83
January-March	2,464	753	571	796	236	108	1,219	660	532	53
April-June	2,093	582	450	716	196	149	949	580	506	58
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	58.9	64.8	58.4	58.5	56.9	52.3	3/	65.9	3/	48.1
January-March	59.8	66.9	58.5	59.8	56.7	53.6	57.0	68.2	60.6	48.3
April-June	59.2	71.5	59.5	57.6	55.2	46.1	56.9	65.0	59.8	54.1
July-September	56.2	63.2	55.8	56.5	52.0	44.4	53.1	64.2	57.0	48.3
1958-59:										
October-December	52.1	57.9	51.3	54.0	43.9	45.7	48.4	57.7	55.5	52.1
January-March	52.0	58.1	50.1	53.9	46.4	42.2	48.0	63.0	54.5	42.2
April-June	50.8	57.0	48.9	50.9	45.7	49.8	46.3	60.1	54.4	43.3
July-September										
PURCHASES PER 1,000										
POPULATION:	Cases	2/Cases	2/Cases	2/Cases	2/Cases	2/Cases	2/			
1957-58:										
October-December	23.4	22.0	19.2	33.2	25.5	13.2				
January-March	27.9	27.8	26.2	36.0	26.2	15.9				
April-June	27.4	27.9	27.1	32.3	27.7	15.0				
July-September	21.4	24.4	20.3	25.0	18.5	11.2				
1958-59:										
October-December	16.4	17.5	14.8	22.0	12.4	9.4				
January-March	14.6	16.2	12.0	19.7	13.8	6.2				
April-June	12.4	12.5	9.4	17.8	11.5	8.6				
July-September										
AVERAGE PRICE PAID PER										
46-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	30.8	29.4	29.9	30.4	32.6	36.7	3/	27.9	3/	32.8
January-March	31.8	31.3	31.4	30.8	33.2	37.3	33.3	29.2	31.1	32.7
April-June	33.5	32.4	33.7	32.5	35.6	38.5	35.0	31.1	33.0	33.6
July-September	36.6	35.7	37.6	35.0	38.9	40.8	38.2	34.9	35.2	37.9
Season average	33.0	32.3	33.0	32.0	34.9	38.2	34.8	30.6	32.0	33.8
1958-59:										
October-December	39.7	38.7	41.3	38.1	43.3	41.1	41.0	39.0	37.8	42.1
January-March	42.2	40.0	43.4	41.4	45.1	47.1	43.7	39.3	41.9	43.0
April-June	44.1	41.0	44.6	44.6	44.9	48.4	45.8	40.6	44.7	43.7
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Data not available.
 Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 9. SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
TOTAL PURCHASES:	cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases
1957-58:										
October-December	2,814	742	627	749	328	368	1,170	975	640	3/
January-March	2,825	806	749	597	406	267	1,149	980	656	3/
April-June	2,609	787	590	616	300	316	960	902	711	3/
July-September	2,183	669	499	567	191	257	881	691	569	3/
Total	10,431	3,004	2,465	2,529	1,225	1,208	4,160	3,548	2,576	147
1958-59:										
October-December	2,007	559	599	461	158	230	826	582	560	3/
January-March	2,057	593	620	476	184	184	839	706	485	3/
April-June	2,634	853	799	532	240	210	995	908	719	3/
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	64.0	69.3	65.2	63.6	60.2	61.7	4/	74.8	4/	3/
January-March	62.6	63.2	66.5	60.3	65.4	56.0	58.0	70.7	62.9	3/
April-June	61.2	63.8	59.9	61.6	59.7	60.4	57.5	69.9	59.4	3/
July-September	59.1	57.7	59.7	61.1	58.1	58.1	58.3	63.3	57.0	3/
1958-59:										
October-December	58.1	53.4	66.2	57.4	52.5	59.0	56.4	63.5	57.3	3/
January-March	61.9	55.8	74.8	61.8	57.0	58.1	58.0	71.5	59.7	3/
April-June	67.3	67.5	78.9	63.9	61.1	59.5	61.0	78.9	65.7	3/
July-September										
PURCHASES PER 1,000 POPULATION:	Cases	2/Cases	2/Cases	2/Cases	2/Cases	2/Cases	2/Cases	2/Cases	2/Cases	2/Cases
1957-58:										
October-December	16.9	16.2	13.4	18.9	19.2	21.6				
January-March	16.9	17.5	15.9	15.1	23.5	15.7				
April-June	15.6	17.1	12.5	15.5	17.5	18.5				
July-September	13.0	14.5	10.7	14.1	11.1	14.9				
1958-59:										
October-December	11.9	12.0	12.6	11.5	9.2	13.3				
January-March	12.2	12.8	13.1	11.8	10.7	10.6				
April-June	15.6	18.3	16.7	13.2	14.0	12.1				
July-September										
AVERAGE PRICE PAID PER 46-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	27.5	26.6	27.3	26.6	28.3	29.7	4/	25.8	4/	3/
January-March	28.0	26.9	27.8	27.7	28.3	30.3	29.1	26.4	27.7	3/
April-June	30.5	29.6	30.0	29.4	31.7	32.5	32.0	29.2	29.6	3/
July-September	33.3	33.4	33.8	32.2	32.9	34.8	34.2	31.9	33.6	3/
Season average	29.5	28.9	29.3	28.7	29.8	31.6	30.9	28.0	29.1	31.5
1958-59:										
October-December	35.5	35.9	35.2	34.4	35.8	37.2	36.5	33.9	35.4	3/
January-March	33.8	33.3	32.1	33.9	34.7	36.8	35.3	32.2	33.0	3/
April-June	29.4	27.9	28.3	30.0	30.9	32.6	32.0	26.6	29.1	3/
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Too few purchases reported for analysis. 4/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 10. SINGLE-STRENGTH LEMON JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
TOTAL PURCHASES:										
1957-58:										
October-December	156	58	45	3/	13	28	61	43	51	3/
January-March	148	53	45	3/	3/	26	49	43	55	3/
April-June	221	84	69	19	15	34	80	67	72	3/
July-September	287	112	92	35	15	33	96	90	96	3/
Total	812	307	251	81	52	121	286	243	274	9
1958-59:										
October-December	163	59	50	21	3/	24	66	47	49	3/
January-March	166	57	55	24	3/	21	56	54	54	3/
April-June	280	118	97	25	12	28	94	68	116	3/
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	15.0	16.2	17.6	3/	11.8	13.3	4/	14.4	4/	3/
January-March	14.8	15.2	16.4	3/	3/	13.5	13.4	14.8	16.4	3/
April-June	15.5	17.7	18.0	13.8	11.7	13.3	14.6	15.4	17.2	3/
July-September	16.3	18.0	20.0	15.0	11.9	12.9	14.3	16.9	18.4	3/
1958-59:										
October-December	15.4	15.9	17.5	17.3	3/	12.7	14.6	15.7	16.1	3/
January-March	15.1	15.1	17.5	16.7	3/	12.9	13.4	17.3	15.2	3/
April-June	15.7	17.4	18.6	13.5	9.4	13.4	14.6	14.9	17.9	3/
July-September										
PURCHASES PER 1,000 POPULATION:	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases
1957-58:										
October-December	.9	1.3	1.0	3/	.8	1.6				
January-March	.9	1.1	1.0	3/	3/	1.5				
April-June	1.3	1.8	1.5	.5	.9	2.0				
July-September	1.7	2.4	2.0	.9	.9	1.9				
1958-59:										
October-December	1.0	1.3	1.0	.5	3/	1.4				
January-March	1.0	1.2	1.2	.6	3/	1.2				
April-June	1.6	2.5	2.0	.6	.7	1.6				
July-September										
AVERAGE PRICE PAID PER 5½-6-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	10.6	10.1	11.9	3/	13.3	9.8	4/	9.6	4/	3/
January-March	10.8	11.3	11.2	3/	3/	9.7	12.1	9.7	10.0	3/
April-June	10.3	9.9	11.6	9.9	12.1	9.6	10.3	9.8	10.6	3/
July-September	10.5	10.4	10.5	10.1	12.4	10.0	10.7	10.3	10.6	3/
Season average	10.5	10.3	11.3	11.2	12.9	9.8	11.0	9.9	10.4	14.0
1958-59:										
October-December	9.8	9.7	10.7	9.9	3/	9.4	10.0	9.6	9.8	3/
January-March	10.3	10.6	11.1	10.1	3/	9.3	10.5	10.0	10.4	3/
April-June	10.5	10.4	11.5	10.5	13.0	9.6	10.7	10.0	10.5	3/
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Too few purchases reported for analysis. 4/ Data not available.

Table 11. PINEAPPLE JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1956 to date 1/

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
TOTAL PURCHASES:										
1956-57:										
October-December	4,006									
January-March	4,351									
April-June	3,984									
July-September	3,298									
Total	15,639									
1957-58:										
October-December	3,886									
January-March	4,160									
April-June	4,118									
July-September	4,010									
Total	16,174									
1958-59:										
October-December	3,501	1,470	657	605	323	446	1,255	953	1,237	56
January-March	3,428	1,298	650	754	348	378	1,342	867	1,156	63
April-June	3,117	1,242	587	574	360	354	1,192	858	1,018	4/
July-September										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1958-59:										
October-December	59.7	60.0	57.3	56.0	54.7	70.5	57.0	60.5	62.5	54.6
January-March	60.1	59.2	58.2	61.0	58.8	63.9	58.5	59.4	62.7	62.4
April-June	57.8	56.3	57.2	55.0	61.2	62.3	56.7	58.7	59.1	4/
July-September										
PURCHASES PER 1,000 POPULATION:	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases
1958-59:										
October-December	20.8	31.6	13.9	15.1	18.9	25.8				
January-March	20.3	28.0	13.7	18.7	20.3	21.9				
April-June	18.4	26.7	12.3	14.2	21.1	20.3				
July-September										
AVERAGE PRICE PAID PER 46-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:										
October-December	27.6									
January-March	27.8									
April-June	28.6									
July-September	30.3									
Season average	28.5									
1957-58:										
October-December	29.3									
January-March	29.0									
April-June	29.0									
July-September	29.5									
Season average	28.5									
1958-59:										
October-December	31.0	30.5	33.9	31.9	33.4	26.9	32.3	30.5	29.9	33.2
January-March	32.0	31.7	34.6	32.5	33.5	28.4	33.0	32.2	30.8	31.1
April-June	32.4	31.5	34.7	33.8	34.8	28.2	33.9	32.0	30.9	4/
July-September										
Season average										

1/ All available quarterly data are shown. 2/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 3/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 4/ Too few purchases reported for analyses.

Table 12. PRUNE JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
TOTAL PURCHASES:										
1957-58:										
October-December	2,047	1,049	353	307	174	164	774	497	750	3/
January-March	2,158	1,127	342	295	201	193	832	540	760	3/
April-June	1,995	1,097	298	285	156	159	829	478	665	3/
July-September	1,891	950	282	315	187	157	731	508	620	3/
Total	8,091	4,223	1,275	1,202	718	673	3,166	2,023	2,795	3/
1958-59:										
October-December	1,859	843	340	306	193	177	725	444	661	3/
January-March	1,909	936	301	300	200	172	728	462	683	36
April-June	1,709	779	278	293	189	170	622	418	636	3/
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	39.6	40.9	36.3	37.7	43.1	39.6	4/	39.7	4/	3/
January-March	40.7	42.0	36.8	37.7	45.0	41.6	36.5	42.8	45.8	3/
April-June	39.6	41.2	35.1	38.5	43.5	38.3	37.1	40.4	43.0	3/
July-September	40.8	39.9	35.7	41.8	47.3	42.5	38.2	42.5	42.9	3/
1958-59:										
October-December	39.2	37.8	34.8	39.2	47.1	42.0	37.3	38.5	42.3	3/
January-March	38.8	38.3	33.6	39.5	47.9	37.5	36.9	38.4	41.7	35.8
April-June	39.3	38.5	35.8	38.6	49.6	37.9	36.6	38.5	42.9	3/
July-September										
PURCHASES PER 1,000 POPULATION:	Cases	Cases	Cases	Cases	Cases	Cases				
1957-58:										
October-December	12.3	22.8	7.5	7.8	10.2	9.6				
January-March	12.9	24.5	7.3	7.4	11.7	11.3				
April-June	11.9	23.8	6.3	7.2	9.1	9.3				
July-September	11.3	20.6	6.0	7.9	10.8	9.1				
1958-59:										
October-December	11.0	18.1	7.2	7.7	11.3	10.2				
January-March	11.3	20.2	6.3	7.4	11.7	9.9				
April-June	10.1	16.7	5.8	7.3	11.0	9.8				
July-September										
AVERAGE PRICE PAID PER 32-OUNCE BOTTLE:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	33.1	31.1	35.5	34.2	35.3	32.6	4/	32.2	4/	3/
January-March	33.4	31.1	35.5	34.6	36.6	32.8	35.1	32.1	32.1	3/
April-June	33.9	31.4	36.3	35.1	37.4	34.9	35.3	32.9	32.7	3/
July-September	34.0	31.6	36.9	34.7	37.2	34.2	35.6	33.0	32.6	3/
Season average	33.6	31.3	36.0	34.6	36.5	33.6	35.3	32.5	32.4	33.8
1958-59:										
October-December	38.7	36.7	41.1	38.6	41.3	38.7	39.9	37.2	38.2	3/
January-March	42.4	40.2	44.8	42.4	44.9	43.6	43.6	41.1	41.7	42.1
April-June	43.4	41.4	45.3	44.1	45.9	43.9	45.1	42.3	42.2	3/
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Too few purchases reported for analysis. 4/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 13. TOMATO JUICE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
TOTAL PURCHASES:										
1957-58:										
October-December	5,644	2,200	1,336	821	520	767	2,254	1,614	1,701	75
January-March	6,180	2,216	1,530	872	632	930	2,547	1,683	1,873	77
April-June	5,778	2,049	1,542	798	511	878	2,188	1,646	1,848	96
July-September	5,102	1,810	1,355	671	496	770	1,912	1,586	1,513	91
Total	22,704	8,275	5,763	3,162	2,159	3,345	8,901	6,529	6,935	339
1958-59:										
October-December	5,596	2,169	1,350	753	575	749	2,168	1,390	1,932	106
January-March	6,257	2,184	1,585	930	683	875	2,573	1,569	2,002	113
April-June	6,251	2,153	1,640	816	596	1,046	2,554	1,597	2,027	73
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	56.3	52.4	59.5	52.6	50.1	68.7	3/	58.8	3/	50.4
January-March	56.9	53.1	57.1	49.6	53.9	74.1	55.3	58.4	58.5	52.0
April-June	56.0	51.8	56.8	49.2	52.4	71.5	54.2	60.8	54.3	56.6
July-September	56.5	51.1	59.8	52.4	50.9	69.9	56.2	62.7	51.7	53.1
1958-59:										
October-December	59.0	56.6	62.2	52.0	55.0	69.9	58.3	60.5	58.9	59.4
January-March	61.3	56.5	61.9	54.9	61.9	74.5	60.9	64.6	59.5	58.0
April-June	65.9	58.4	67.7	60.2	62.5	82.5	65.0	71.1	64.2	51.5
July-September										
PURCHASES PER 1,000 POPULATION:	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases	Cases
1957-58:										
October-December	33.9	47.9	28.6	20.7	30.5	45.1				
January-March	37.0	48.1	32.6	22.0	36.7	54.5				
April-June	34.5	44.4	32.7	20.0	29.8	51.4				
July-September	30.4	39.2	29.0	16.7	28.8	44.5				
1958-59:										
October-December	33.3	46.6	28.5	18.8	33.6	43.3				
January-March	37.1	47.0	33.4	23.1	39.9	50.6				
April-June	36.9	46.2	34.3	20.3	34.9	60.0				
July-September										
AVERAGE PRICE PAID PER 46-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	27.5	28.8	27.6	29.7	28.9	23.4	3/	26.9	3/	29.5
January-March	28.0	29.9	28.9	30.6	29.3	22.8	28.4	28.2	27.3	28.8
April-June	28.6	30.2	29.4	31.3	29.8	23.9	29.1	28.3	28.2	27.9
July-September	28.8	30.0	29.4	30.8	30.4	24.7	29.2	28.5	28.6	27.7
Season average	28.2	29.7	28.8	30.6	29.6	23.7	28.9	28.0	27.5	28.3
1958-59:										
October-December	28.3	29.7	28.7	30.7	29.1	23.9	28.7	28.4	27.7	28.2
January-March	27.7	29.0	28.3	30.2	28.6	23.5	28.2	27.5	27.5	25.7
April-June	25.9	28.3	26.7	28.4	27.2	21.1	26.2	25.8	25.7	26.5
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Data not available.

Table 14. OTHER SINGLE-STRENGTH JUICES

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date 1/

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 2/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/
TOTAL PURCHASES:										
1957-58:										
October-December	4,823									
January-March	5,741									
April-June	6,217									
July-September	5,688									
Total	22,469									
1958-59:										
October-December	5,510	2,496	1,136	607	431	840	2,071	1,402	1,941	96
January-March	5,931	2,743	1,279	614	419	876	2,223	1,435	2,191	82
April-June	5,818	2,718	1,245	612	436	807	1,907	1,663	2,145	103
July-September										
Total										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
AVERAGE SIZE OF PURCHASE:										
1958-59:										
October-December	43.7	46.3	41.7	38.8	38.8	47.9	42.8	44.1	44.3	49.7
January-March	44.6	48.3	42.0	37.7	40.1	48.4	43.7	45.0	45.4	44.0
April-June	44.7	47.0	45.8	37.7	40.6	47.1	41.6	48.8	44.9	51.1
July-September										
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/
PURCHASES PER 1,000 POPULATION:										
1958-59:										
October-December	32.8	53.7	24.0	15.2	25.2	48.6				
January-March	35.2	59.1	26.9	15.2	24.5	50.6				
April-June	34.4	58.4	26.0	15.2	25.5	46.3				
July-September										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
AVERAGE PRICE PAID PER 46-OUNCE CAN:										
1958-59:										
October-December	38.7	37.7	39.4	38.1	42.0	38.7	40.1	37.8	37.8	38.1
January-March	38.8	38.0	39.1	38.2	42.2	38.8	40.4	37.7	38.2	33.5
April-June	38.4	37.6	38.2	37.6	41.4	39.3	40.6	36.7	38.3	32.8
July-September										
Season average										

1/ Includes canned single-strength juices other than orange, grapefruit, lemon, pineapple, prune and tomato. Revised from July-September 1958 and prior reports to exclude pineapple juice and pineapple-grapefruit drink.

2/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc.

3/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 15. SINGLE-STRENGTH ORANGEADE

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases	2/cases
TOTAL PURCHASES:										
1957-58:										
October-December	1,514	158	547	440	204	165	753	291	445	3/
January-March	1,353	130	558	295	230	140	665	242	421	3/
April-June	1,811	225	754	375	198	259	824	431	530	3/
July-September	1,680	251	602	406	202	219	716	403	520	3/
Total	6,358	764	2,461	1,516	834	783	2,958	1,367	1,916	117
1958-59:										
October-December	1,304	153	525	356	123	147	504	300	481	3/
January-March	1,387	170	567	403	113	134	600	329	422	3/
April-June	1,718	256	714	411	134	203	742	371	568	3/
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	72.0	65.8	69.6	72.4	67.2	86.4	4/	68.3	4/	3/
January-March	71.5	55.8	76.0	65.0	74.1	74.9	77.0	62.0	70.6	3/
April-June	74.7	66.1	76.3	71.3	71.1	83.2	76.2	74.6	74.9	3/
July-September	74.3	71.7	69.7	74.3	67.3	97.5	75.9	77.0	69.8	3/
1958-59:										
October-December	69.0	68.0	70.7	66.6	63.8	75.1	70.4	65.1	71.2	3/
January-March	67.7	72.7	69.1	61.8	72.5	70.4	65.6	69.9	70.3	3/
April-June	73.6	76.6	76.8	68.7	64.8	81.5	68.1	77.3	78.5	3/
July-September										
PURCHASES PER 1,000 POPULATION:	Cases	2/Cases	2/Cases	2/Cases	2/Cases	2/Cases	2/Cases	2/Cases	2/Cases	2/Cases
1957-58:										
October-December	9.1	3.4	11.7	11.1	12.0	9.7				
January-March	8.1	2.8	11.9	7.4	13.3	8.2				
April-June	10.8	4.9	16.0	9.4	11.6	15.2				
July-September	10.0	5.4	12.9	10.1	11.7	12.7				
1958-59:										
October-December	7.7	3.2	11.1	8.9	7.2	8.5				
January-March	8.2	3.7	11.9	10.0	6.6	7.7				
April-June	10.2	5.5	14.9	10.2	7.8	11.7				
July-September										
AVERAGE PRICE PAID PER 46-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	27.8	28.1	27.8	28.0	27.6	27.5	4/	28.4	4/	3/
January-March	28.1	28.9	27.7	28.7	28.1	28.3	28.0	28.5	27.9	3/
April-June	27.7	28.3	27.4	28.5	27.5	27.5	27.7	27.7	27.2	3/
July-September	28.4	28.4	28.7	28.7	29.0	26.6	28.7	28.0	28.1	3/
Season average	28.0	28.4	27.9	28.5	28.0	27.4	28.0	28.1	27.8	28.3
1958-59:										
October-December	30.0	30.4	30.1	30.4	30.6	28.4	29.9	30.1	29.9	3/
January-March	31.0	31.3	30.7	31.3	31.8	30.3	31.4	31.0	30.4	3/
April-June	29.9	31.2	29.3	30.0	31.1	29.2	30.2	30.3	29.1	3/
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 3/ Too few purchases reported for analysis. 4/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 16. PINEAPPLE-GRAPEFRUIT DRINK

Consumer purchases and average prices paid, by regions and retail outlets, October 1956 to date 1/

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 2/
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL PURCHASES:	cases 3/	cases 3/	cases 3/	cases 3/	cases 3/	cases 3/	cases 3/	cases 3/	cases 3/	cases 3/
1956-57:										
October-December	764									
January-March	1,086									
April-June	1,780									
July-September	2,394									
Total	6,024									
1957-58:										
October-December	1,911									
January-March	2,272									
April-June	2,707									
July-September	2,904									
Total	9,794									
1958-59:										
October-December	2,978	1,189	756	294	242	497	1,235	707	993	4/
January-March	3,455	1,292	1,054	388	292	429	1,307	768	1,311	4/
April-June	3,268	1,216	976	357	281	438	1,311	742	1,182	4/
July-September										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1958-59:										
October-December	68.5	67.3	65.7	56.8	71.7	78.5	67.9	68.1	69.7	4/
January-March	69.2	67.1	72.5	60.1	65.2	78.1	65.8	70.1	71.6	4/
April-June	70.4	69.5	71.1	61.0	65.8	80.3	68.8	70.9	72.1	4/
July-September										
PURCHASES PER 1,000										
POPULATION:	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/
1958-59:										
October-December	17.7	25.6	16.0	7.4	14.1	28.8				
January-March	20.5	27.8	22.2	9.6	17.1	24.8				
April-June	19.3	26.1	20.4	8.9	16.4	25.1				
July-September										
AVERAGE PRICE PAID PER										
46-OUNCE CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:										
October-December	28.2									
January-March	29.2									
April-June	28.2									
July-September	28.5									
Season average	28.5									
1957-58:										
October-December	30.3									
January-March	29.8									
April-June	29.9									
July-September	30.1									
Season average	30.0									
1958-59:										
October-December	29.8	29.5	30.5	32.2	31.1	28.0	29.8	30.2	29.5	4/
January-March	30.1	29.9	30.5	31.6	31.5	28.1	30.7	29.7	29.7	4/
April-June	30.4	30.3	30.5	32.7	31.8	28.3	31.1	30.7	29.2	4/
July-September										
Season average										

1/ All available quarterly data are shown. 2/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 3/ Equivalent cases of 24 No. 2 cans...432 ounces per case. 4/ Too few purchases reported for analysis.

Table 17. FRESH ORANGES - ALL AREAS

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
TOTAL PURCHASES 2/:										
1957-58:										
October-December	7,343	2,333	1,926	1,890	604	590	3,044	1,694	1,719	886
January-March	8,235	2,936	2,281	1,479	738	801	3,300	1,900	1,923	1,113
April-June	5,073	2,022	1,507	628	360	556	2,146	1,049	1,217	661
July-September	2,319	989	699	234	171	226	1,003	335	608	373
Total	22,970	8,280	6,413	4,231	1,873	2,173	9,493	4,977	5,467	3,033
1958-59:										
October-December	4,749	1,514	1,310	1,096	393	436	2,009	1,000	1,255	485
January-March	8,336	2,956	2,531	1,263	586	1,000	3,200	2,088	2,204	844
April-June	6,125	2,369	1,878	667	426	785	2,411	1,330	1,642	742
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
1957-58:										
October-December	13.5	12.2	12.8	16.2	12.9	13.1	3/	13.6	3/	18.0
January-March	11.7	10.6	11.9	13.6	11.8	11.3	11.1	11.1	11.0	18.0
April-June	10.5	10.2	11.0	10.9	9.2	10.7	10.2	10.3	10.0	13.3
July-September	10.5	10.8	11.0	9.9	9.0	10.5	10.0	9.8	10.3	14.0
1958-59:										
October-December	12.7	11.7	12.2	15.5	11.6	12.4	12.1	12.7	12.2	18.9
January-March	12.7	11.2	13.3	13.0	11.5	14.9	12.1	12.9	12.1	17.5
April-June	12.2	11.4	13.0	11.8	10.6	13.5	11.6	12.1	11.9	16.3
July-September										
PURCHASES PER 1,000 POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
1957-58:										
October-December	44.0	50.9	41.2	47.8	35.5	34.6				
January-March	49.4	63.7	48.6	37.3	42.8	47.0				
April-June	30.4	43.8	32.0	15.7	20.9	32.7				
July-September	13.8	21.4	15.0	5.9	9.9	13.0				
1958-59:										
October-December	28.3	32.5	27.7	27.3	23.0	25.2				
January-March	49.5	63.7	53.3	31.2	34.2	57.6				
April-June	36.1	50.9	39.2	16.5	25.1	45.1				
July-September										
AVERAGE PRICE PAID PER DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	42.1	48.9	46.0	32.6	42.1	43.2	3/	41.0	3/	38.2
January-March	52.7	60.0	56.4	38.6	48.5	56.9	53.1	54.8	57.2	41.4
April-June	62.4	68.1	63.4	49.0	66.7	58.6	61.8	64.9	66.7	52.9
July-September	64.0	67.9	62.9	56.1	67.9	60.3	63.7	69.7	67.7	53.7
Season average	52.2	59.5	55.5	37.9	51.3	53.7	53.6	52.9	53.6	44.0
1958-59:										
October-December	48.8	55.7	51.6	38.6	49.7	50.9	50.6	47.5	50.3	40.4
January-March	47.0	54.9	47.4	40.7	48.7	40.1	47.5	47.5	48.9	39.4
April-June	50.3	56.1	49.1	46.0	55.3	43.9	50.5	51.8	52.8	41.7
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Includes Texas oranges. 3/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 18. FRESH ORANGES - CALIFORNIA-ARIZONA

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
TOTAL PURCHASES:	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
1957-58:	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October-December	2,701	875	972	182	210	462	1,220	499	639	343
January-March	3,223	985	1,153	146	276	663	1,413	630	780	400
April-June	2,591	878	985	96	202	430	1,166	462	609	354
July-September	1,765	786	592	91	121	175	749	239	460	317
Total	10,280	3,524	3,702	515	809	1,730	4,548	1,830	2,488	1,414
1958-59:										
October-December	1,894	596	709	124	135	330	886	322	489	197
January-March	4,041	1,262	1,544	179	300	756	1,617	1,027	1,073	324
April-June	3,765	1,415	1,336	151	240	623	1,526	767	1,040	432
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
1957-58:										
October-December	11.4	10.4	11.4	13.2	9.8	12.9	2/	11.2	2/	14.9
January-March	9.9	8.5	10.3	9.8	8.6	11.5	9.4	8.9	9.4	16.6
April-June	9.9	9.1	10.7	8.8	8.3	10.7	9.5	9.5	9.5	13.4
July-September	10.3	10.9	10.8	9.2	8.4	9.7	9.6	9.5	10.1	14.1
1958-59:										
October-December	11.3	10.4	11.5	13.6	9.2	12.3	10.8	10.9	11.2	15.6
January-March	12.7	10.7	13.4	10.8	11.2	14.9	12.2	12.7	12.2	18.5
April-June	12.1	11.1	12.8	11.1	9.8	13.4	11.3	12.0	12.0	16.6
July-September										
PURCHASES PER 1,000										
POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
1957-58:										
October-December	16.2	19.1	20.8	4.6	12.3	27.1				
January-March	19.3	21.4	24.6	3.7	16.0	38.9				
April-June	15.5	19.0	20.9	2.4	11.7	25.2				
July-September	10.5	17.0	12.7	2.3	7.0	10.1				
1958-59:										
October-December	11.3	12.8	15.0	3.1	7.9	19.1				
January-March	24.0	27.2	32.5	4.4	17.5	43.6				
April-June	22.2	30.4	27.9	3.7	14.1	35.8				
July-September										
AVERAGE PRICE PAID PER										
DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	53.0	62.0	53.8	41.5	61.2	43.5	2/	54.2	2/	44.7
January-March	67.2	80.0	68.0	55.0	72.8	56.7	67.7	72.3	73.5	47.6
April-June	68.1	75.8	66.1	62.7	78.8	59.7	68.9	69.6	71.6	56.7
July-September	66.0	67.4	63.5	65.2	76.0	63.5	67.1	71.3	68.8	55.1
Season average	63.2	71.4	62.8	52.7	71.6	54.4	65.0	66.2	64.7	50.6
1958-59:										
October-December	57.9	65.6	56.2	49.8	67.9	52.0	59.8	56.5	59.4	47.0
January-March	48.5	57.7	47.0	52.1	53.5	40.6	49.3	48.6	50.7	37.5
April-June	51.3	57.6	49.3	53.5	59.7	44.3	52.1	52.4	53.7	41.6
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 19. FRESH ORANGES - FLORIDA

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
TOTAL PURCHASES:										
1957-58:										
October-December	3,135	1,183	673	1,211	56	2/	1,038	948	807	342
January-March	3,018	1,494	657	844	22	2/	932	902	745	439
April-June	1,588	921	301	340	2/	2/	540	419	410	219
July-September	236	120	2/	74	2/	2/	97	38	82	2/
Total	7,977	3,718	1,664	2,469	102	24	2,607	2,307	2,044	1,019
1958-59:										
October-December	1,764	714	364	666	2/	2/	588	470	516	190
January-March	2,589	1,282	555	728	2/	2/	795	719	726	349
April-June	1,369	721	280	343	20	2/	456	338	368	207
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>
1957-58:										
October-December	15.6	14.0	14.9	17.5	13.9	2/	3/	15.9	3/	19.7
January-March	13.8	12.7	14.5	15.0	9.7	2/	13.1	13.5	12.8	18.7
April-June	11.8	11.9	12.3	11.9	2/	2/	11.8	11.4	11.5	13.4
July-September	11.9	12.1	2/	11.9	2/	2/	12.6	9.5	12.6	2/
1958-59:										
October-December	15.0	13.1	14.0	17.2	2/	2/	14.0	15.4	14.0	22.1
January-March	13.4	12.7	13.0	14.4	2/	2/	12.3	14.1	12.6	17.3
April-June	12.5	12.1	13.4	12.6	11.5	2/	11.8	12.6	11.9	15.5
July-September										
PURCHASES PER 1,000 POPULATION:	<u>Boxes</u>	<u>Boxes</u>	<u>Boxes</u>	<u>Boxes</u>	<u>Boxes</u>	<u>Boxes</u>				
1957-58:										
October-December	18.8	25.8	14.4	30.6	3.3	2/				
January-March	18.1	32.4	14.0	21.3	1.3	2/				
April-June	9.5	20.0	6.4	8.5	2/	2/				
July-September	1.4	2.6	2/	1.8	2/	2/				
1958-59:										
October-December	10.5	15.4	7.7	16.6	2/	2/				
January-March	15.3	27.6	11.7	18.0	2/	2/				
April-June	8.1	15.5	5.8	8.5	1.2	2/				
July-September										
AVERAGE PRICE PAID PER DOZEN:	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1957-58:										
October-December	35.0	39.5	37.1	30.8	38.2	2/	3/	33.9	3/	36.3
January-March	43.7	49.1	44.7	36.6	51.6	2/	43.7	44.9	45.4	38.6
April-June	56.5	60.9	57.9	46.9	2/	2/	52.7	62.0	60.6	48.9
July-September	59.5	69.1	2/	48.5	2/	2/	54.1	69.9	63.8	2/
Season average	42.5	49.0	44.0	35.1	43.8	56.3	43.0	43.1	42.6	39.9
1958-59:										
October-December	40.9	46.9	43.0	35.9	2/	2/	42.1	40.3	41.7	36.9
January-March	45.5	50.4	48.7	38.5	2/	2/	46.7	44.9	46.1	42.6
April-June	49.2	53.5	49.5	43.2	48.4	2/	49.7	51.6	51.0	41.2
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 20. FRESH ORANGES - UNIDENTIFIED

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
TOTAL PURCHASES:										
1957-58:										
October-December	1,117	274	219	459	61	104	570	190	214	143
January-March	1,384	453	316	409	75	131	631	258	297	198
April-June	748	223	204	164	43	114	346	144	179	79
July-September	278	81	74	62	10	51	128	49	64	37
Total	3,527	1,031	813	1,094	189	400	1,675	641	754	457
1958-59:										
October-December	778	202	184	252	48	92	386	142	182	68
January-March	1,376	404	380	286	70	236	624	272	343	137
April-June	852	222	250	154	69	157	356	198	205	93
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>
1957-58:										
October-December	13.2	11.7	13.5	14.3	10.3	13.7	2/	11.9	2/	17.4
January-March	11.1	10.1	11.8	11.9	10.9	10.4	11.0	9.9	10.6	15.1
April-June	10.4	9.9	11.5	10.1	8.2	11.1	10.3	10.4	9.9	12.4
July-September	10.9	9.5	12.3	9.4	6.8	14.5	10.9	10.4	10.0	14.3
1958-59:										
October-December	12.2	11.2	12.1	12.8	9.7	13.5	12.5	11.4	10.8	16.9
January-March	11.7	9.4	12.7	11.3	9.6	15.1	11.6	11.4	11.1	14.7
April-June	12.3	11.3	13.2	10.6	11.2	14.3	12.2	12.0	11.8	14.8
July-September										
PURCHASES PER 1,000 POPULATION:	<u>Boxes</u>	<u>Boxes</u>	<u>Boxes</u>	<u>Boxes</u>	<u>Boxes</u>	<u>Boxes</u>				
1957-58:										
October-December	6.7	6.0	4.7	11.6	3.6	6.1				
January-March	8.3	9.8	6.7	10.3	4.3	7.7				
April-June	4.5	4.8	4.3	4.1	2.5	6.7				
July-September	1.7	1.8	1.6	1.6	.6	2.9				
1958-59:										
October-December	4.6	4.3	3.9	6.3	2.8	5.3				
January-March	8.2	8.7	8.0	7.1	4.1	13.6				
April-June	5.0	4.8	5.2	3.8	4.1	9.0				
July-September										
AVERAGE PRICE PAID PER DOZEN:	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1957-58:										
October-December	39.7	47.2	40.5	34.4	46.0	42.4	2/	41.8	2/	35.2
January-March	49.7	57.1	52.3	39.4	45.8	58.1	48.2	55.8	54.8	40.8
April-June	56.3	63.8	57.9	46.7	66.5	53.8	54.3	60.4	61.8	47.5
July-September	57.7	70.6	58.6	50.4	70.8	49.5	55.8	66.5	62.8	43.3
Season average	48.3	56.8	50.9	38.8	51.6	51.2	47.2	53.1	51.8	40.0
1958-59:										
October-December	48.1	57.0	50.9	41.9	49.2	46.7	47.2	50.1	51.7	40.4
January-March	46.8	59.1	48.3	41.1	50.6	38.1	45.8	49.6	50.1	38.5
April-June	47.4	53.9	47.3	46.2	51.3	42.1	45.7	50.2	51.0	41.8
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Data not available.

Table 21. FRESH GRAPEFRUIT - ALL AREAS

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
TOTAL PURCHASES 2/:	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
1957-58:	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October-December	5,146	1,655	1,834	724	396	537	1,869	1,402	1,390	485
January-March	7,120	2,119	2,530	941	639	891	2,755	1,839	1,773	753
April-June	3,390	1,131	967	347	293	652	1,475	642	770	503
July-September	472	116	122	3/	50	140	233	73	104	3/
Total	16,128	5,021	5,453	2,056	1,378	2,220	6,332	3,956	4,037	1,803
1958-59:										
October-December	3,543	1,197	1,171	474	301	400	1,239	954	994	356
January-March	7,206	2,345	2,617	861	576	807	2,616	2,086	1,871	633
April-June	4,243	1,508	1,269	577	267	622	1,671	1,072	1,025	475
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
1957-58:										
October-December	5.3	4.3	6.0	5.2	6.2	5.4	4/	5.4	4/	6.8
January-March	5.6	4.3	6.3	5.3	6.6	6.3	5.3	5.8	5.1	8.4
April-June	4.5	3.6	4.7	4.4	4.8	5.5	4.5	4.4	4.1	5.8
July-September	3.7	3.1	4.0	3/	3.3	4.1	3.5	3.9	3.2	3/
1958-59:										
October-December	5.3	4.3	5.8	5.6	5.9	5.5	4.9	5.4	5.0	7.3
January-March	5.9	5.1	6.6	5.8	6.1	6.2	5.6	6.4	5.7	7.3
April-June	5.0	4.4	5.2	5.1	4.7	5.6	4.7	5.6	4.5	5.9
July-September										
PURCHASES PER 1,000 POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
1957-58:										
October-December	30.9	36.1	39.2	18.3	23.2	31.4				
January-March	42.7	45.9	53.9	23.8	37.1	52.3				
April-June	20.3	24.6	20.6	8.7	17.2	38.1				
July-September	2.8	2.5	2.5	3/	2.8	8.1				
1958-59:										
October-December	21.0	25.7	24.8	11.9	17.5	23.2				
January-March	42.7	50.6	55.1	21.3	33.6	46.6				
April-June	25.1	32.4	26.6	14.3	15.6	35.7				
July-September										
AVERAGE PRICE PAID PER DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	86.1	99.0	80.8	83.1	85.9	80.1	4/	85.5	4/	76.9
January-March	88.1	110.0	83.2	86.6	81.4	76.1	89.7	87.0	90.8	78.9
April-June	111.8	139.0	113.3	110.5	108.2	89.5	109.7	121.6	117.2	97.1
July-September	140.0	168.3	144.0	3/	157.3	118.6	128.4	167.3	159.9	3/
Season average	94.0	113.6	88.9	90.5	90.9	83.6	96.4	94.0	94.6	84.4
1958-59:										
October-December	95.3	110.8	89.3	81.0	94.7	97.0	99.2	96.5	92.7	85.2
January-March	83.3	92.6	77.4	77.7	85.5	84.8	86.3	81.2	82.4	79.2
April-June	98.4	105.2	97.3	85.4	112.0	95.3	101.3	94.5	101.4	90.2
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Includes Texas grapefruit. 3/ Too few purchases reported for analysis. 4/ Data not available.
 Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 22. FRESH GRAPEFRUIT - CALIFORNIA-ARIZONA

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
TOTAL PURCHASES:										
1957-58:										
October-December	535	56	60	2/	38	370	225	126	147	37
January-March	855	32	51	2/	82	675	356	225	216	58
April-June	758	90	87	2/	66	498	303	196	189	70
July-September	228	60	39	2/	21	98	112	40	42	2/
Total	2,376	238	237	53	207	1,641	996	587	594	199
1958-59:										
October-December	384	2/	45	2/	2/	270	147	94	116	2/
January-March	745	32	70	2/	58	571	322	187	178	58
April-June	651	45	75	2/	38	484	254	196	155	46
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
1957-58:										
October-December	6.0	4.1	5.7	2/	6.9	6.2	3/	7.2	3/	5.9
January-March	7.1	3.3	6.7	2/	9.4	7.2	6.5	8.6	6.3	10.5
April-June	5.5	3.5	4.1	2/	6.2	6.1	5.4	6.0	4.8	7.2
July-September	3.7	3.3	3.6	2/	3.4	4.1	3.5	4.0	3.0	2/
1958-59:										
October-December	6.5	2/	6.0	2/	2/	6.7	6.2	7.1	6.1	2/
January-March	7.0	4.3	7.2	2/	8.2	7.0	6.7	7.8	6.2	10.2
April-June	5.9	5.1	5.2	2/	5.3	6.2	5.8	7.2	4.9	7.0
July-September										
PURCHASES PER 1,000 POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
1957-58:										
October-December	3.2	1.2	1.3	2/	2.2	21.7				
January-March	5.1	.7	1.1	2/	4.8	39.6				
April-June	4.5	2.0	1.9	2/	3.9	29.1				
July-September	1.4	1.3	.8	2/	1.2	5.7				
1958-59:										
October-December	2.3	2/	1.0	2/	2/	15.6				
January-March	4.4	.7	1.5	2/	3.4	33.0				
April-June	3.9	1.0	1.6	2/	2.2	27.8				
July-September										
AVERAGE PRICE PAID PER DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	75.1	104.0	83.0	2/	80.9	70.7	3/	76.4	3/	68.7
January-March	71.0	120.3	68.9	2/	73.4	69.2	76.4	70.2	66.4	56.2
April-June	92.1	133.3	119.4	2/	90.1	83.9	90.5	102.7	90.7	75.1
July-September	140.3	163.3	142.4	2/	169.9	123.4	127.5	171.1	155.1	2/
Season average	84.3	131.3	102.7	118.6	89.6	77.2	87.5	88.1	78.9	74.1
1958-59:										
October-December	87.8	2/	88.7	2/	2/	87.7	93.4	95.0	79.0	2/
January-March	79.1	87.2	72.0	2/	79.2	79.8	81.1	85.1	75.8	57.7
April-June	92.0	100.3	99.1	2/	103.2	89.6	92.4	91.6	96.1	76.0
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Table 23. FRESH RAPEFRUIT - FLORIDA

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
TOTAL PURCHASES:										
1957-58:										
October-December	2,985	1,275	1,075	495	82	58	931	970	829	255
January-March	3,515	1,655	1,118	658	37	47	1,157	1,018	934	406
April-June	1,487	845	356	214	38	34	611	232	360	284
July-September	65	27	2/	2/	2/	2/	2/	2/	2/	2/
Total	8,052	3,802	2,564	1,385	161	140	2,722	2,228	2,149	953
1958-59:										
October-December	1,910	965	534	343	30	38	541	589	557	223
January-March	3,973	1,980	1,303	579	50	61	1,183	1,280	1,124	386
April-June	2,423	1,254	684	397	44	44	859	643	619	302
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
1957-58:										
October-December	5.1	4.5	5.8	5.4	4.9	3.4	3/	5.5	3/	5.8
January-March	5.1	4.4	6.0	5.7	3.6	4.0	4.6	5.3	4.7	7.5
April-June	4.0	3.7	4.4	4.6	3.9	3.5	4.0	3.3	3.6	5.2
July-September	3.2	2.6	2/	2/	2/	2/	2/	2/	2/	2/
1958-59:										
October-December	5.1	4.5	5.6	6.2	4.5	3.9	4.4	5.5	4.9	7.3
January-March	5.6	5.2	6.4	6.1	4.7	4.0	4.9	6.5	5.5	6.3
April-June	4.8	4.5	5.3	5.6	4.0	3.1	4.4	5.5	4.5	5.6
July-September										
PURCHASES PER 1,000 POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
1957-58:										
October-December	18.0	27.8	23.0	12.5	4.8	3.4				
January-March	21.1	35.9	23.8	16.6	2.2	2.7				
April-June	8.9	18.3	7.6	5.4	2.2	2.0				
July-September	.4	.6	2/	2/	2/	2/				
1958-59:										
October-December	11.3	20.7	11.3	8.6	1.7	2.2				
January-March	23.6	42.7	27.4	14.3	2.9	3.5				
April-June	14.3	26.9	14.3	9.9	2.6	2.5				
July-September										
AVERAGE PRICE PAID PER DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	90.1	96.9	83.0	80.8	103.5	132.2	3/	85.6	3/	83.6
January-March	98.8	109.6	92.4	82.5	141.1	133.5	103.4	92.6	102.1	94.4
April-June	130.5	140.4	123.7	104.5	150.0	151.7	126.1	145.7	142.8	113.4
July-September	144.3	164.9	2/	2/	2/	2/	2/	2/	2/	2/
Season average	101.1	111.8	92.6	85.7	122.9	137.4	107.0	94.5	103.2	96.4
1958-59:										
October-December	97.0	107.7	92.8	73.2	147.0	123.5	104.8	95.9	95.8	84.0
January-March	87.9	93.3	83.0	75.4	138.1	117.6	97.1	80.4	86.3	88.6
April-June	100.6	105.3	98.9	80.0	146.0	152.3	107.5	92.6	102.6	93.9
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Table 24. FRESH GRAPEFRUIT - UNIDENTIFIED

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
TOTAL PURCHASES:	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1957-58:										
October-December	1,156	315	519	173	73	76	479	241	335	101
January-March	1,568	416	752	190	112	98	661	351	428	128
April-June	780	188	338	92	68	94	370	145	166	99
July-September	158	29	58	2/	16	39	80	22	36	2/
Total	3,662	948	1,667	471	269	307	1,590	759	965	348
1958-59:										
October-December	777	194	380	103	59	41	315	177	230	55
January-March	1,384	309	708	179	90	98	586	376	351	71
April-June	896	205	395	145	71	80	427	191	202	76
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
1957-58:										
October-December	4.7	3.7	5.7	4.4	4.8	4.5	3/	4.2	3/	5.5
January-March	4.9	4.0	5.8	4.2	5.3	4.7	4.8	4.8	4.9	6.4
April-June	4.1	3.3	4.5	4.2	3.7	4.7	4.1	3.9	4.0	4.9
July-September	3.8	3.2	4.3	2/	2.9	4.4	3.5	3.7	3.6	2/
1958-59:										
October-December	4.6	3.6	5.4	4.5	4.2	4.0	4.5	4.4	4.7	5.0
January-March	5.5	5.0	6.3	4.8	4.6	5.3	5.3	5.7	5.4	6.1
April-June	4.5	4.0	5.0	4.2	4.1	4.8	4.6	4.6	4.1	4.8
July-September										
PURCHASES PER 1,000 POPULATION:	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes				
1957-58:										
October-December	6.9	6.9	11.1	4.4	4.3	4.4				
January-March	9.4	9.0	16.0	4.8	6.5	5.8				
April-June	4.7	4.1	7.2	2.3	4.0	5.5				
July-September	.9	.6	1.2	2/	.9	2.2				
1958-59:										
October-December	4.6	4.2	8.0	2.6	3.5	2.4				
January-March	8.2	6.7	14.9	4.4	5.2	5.7				
April-June	5.3	4.4	8.3	3.6	4.1	4.6				
July-September										
AVERAGE PRICE PAID PER DOZEN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	89.4	105.8	81.2	90.8	98.0	80.3	3/	94.8	3/	76.5
January-March	90.4	110.1	82.7	98.4	82.8	82.0	93.1	90.6	93.1	68.6
April-June	117.6	137.0	116.3	115.0	130.3	93.2	116.3	128.2	123.5	96.8
July-September	139.5	181.6	148.9	2/	154.4	103.5	129.1	177.5	152.7	2/
Season average	98.2	116.0	91.1	100.7	102.3	87.6	100.5	102.5	97.4	81.3
1958-59:										
October-December	100.2	122.8	91.7	92.6	102.4	106.5	103.0	102.4	95.7	96.1
January-March	82.0	88.3	76.1	83.9	97.9	82.6	83.4	81.5	82.3	70.2
April-June	100.5	106.0	97.6	95.9	119.5	92.6	100.0	102.8	104.2	87.5
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Too few purchases reported for analysis. 3/ Data not available.

Table 25. CANNED GRAPEFRUIT SECTIONS

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
TOTAL PURCHASES:										
1957-58:										
October-December	803	288	211	126	48	130	306	275	219	3/
January-March	872	371	248	84	52	117	310	317	239	3/
April-June	974	377	296	105	51	145	359	359	244	3/
July-September	965	390	323	98	36	118	344	336	275	3/
Total	3,614	1,426	1,078	413	187	510	1,319	1,287	977	3/
1958-59:										
October-December	897	317	335	84	43	118	333	282	269	3/
January-March	731	250	269	56	36	120	286	221	217	3/
April-June	727	266	255	52	29	125	237	260	211	3/
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1957-58:										
October-December	37.4	34.6	36.4	43.9	38.8	38.2	4/	39.9	4/	3/
January-March	36.4	35.5	36.4	44.1	33.2	36.4	33.2	44.7	33.3	3/
April-June	35.7	34.3	34.7	39.6	34.9	37.6	36.1	38.8	31.3	3/
July-September	35.8	36.9	35.4	42.5	27.8	34.0	34.2	40.3	33.7	3/
1958-59:										
October-December	36.1	34.1	38.6	37.1	31.8	36.1	34.3	41.0	34.4	3/
January-March	35.5	33.2	39.2	33.4	35.3	34.3	33.8	40.0	34.8	3/
April-June	36.7	35.3	37.4	36.9	32.5	38.5	33.9	40.2	35.6	3/
July-September										
PURCHASES PER 1,000 POPULATION:	Cases	Cases	Cases	Cases	Cases	Cases				
1957-58:										
October-December	4.8	6.3	4.5	3.2	2.8	7.6				
January-March	5.2	8.1	5.3	2.1	3.0	6.9				
April-June	5.8	8.2	6.3	2.6	3.0	8.5				
July-September	5.8	8.4	6.9	2.4	2.1	6.8				
1958-59:										
October-December	5.3	6.8	7.1	2.1	2.5	6.8				
January-March	4.3	5.4	5.7	1.4	2.1	6.9				
April-June	4.3	5.7	5.3	1.3	1.7	7.2				
July-September										
AVERAGE PRICE PAID PER NO. 303 CAN:	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1957-58:										
October-December	19.1	18.2	18.5	18.9	21.9	19.9	4/	17.5	4/	3/
January-March	19.2	18.5	18.9	19.4	20.2	20.6	20.9	17.9	18.9	3/
April-June	19.9	18.6	19.7	20.7	19.9	21.3	21.3	18.4	19.5	3/
July-September	20.2	18.9	19.7	21.5	21.8	22.1	21.9	18.7	19.7	3/
Season average	19.6	19.3	19.2	20.2	20.9	20.4	21.2	18.2	19.3	19.2
1958-59:										
October-December	20.4	19.6	19.7	21.5	22.0	21.6	22.1	18.8	19.8	3/
January-March	20.6	19.7	20.2	21.2	20.9	22.0	21.8	19.2	20.6	3/
April-June	20.6	19.5	20.4	20.6	21.9	21.8	22.1	19.6	20.6	3/
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Equivalent cases of 24 No. 2 cans...480 ounces per case. 3/ Too few purchases reported for analysis. 4/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).

Table 26. FRESH LEMONS

Consumer purchases and average prices paid, by regions and retail outlets, October 1957 to date

Period	Region						Retail outlet			
	United States	North-east	North-Central	South	Mountain-South-west	Pacific	Independent stores	National chains	Regional chains	Other outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
TOTAL PURCHASES:										
1957-58:										
October-December	790	213	138	286	89	64	383	153	175	79
January-March	814	215	164	272	93	70	393	168	188	65
April-June	1,284	291	245	533	131	84	619	271	306	88
July-September	1,541	377	307	595	162	100	746	306	375	114
Total	4,429	1,096	854	1,686	475	318	2,141	898	1,044	346
1958-59:										
October-December	703	181	123	267	75	57	372	129	145	57
January-March	692	178	130	256	77	51	349	149	139	55
April-June	1,351	363	280	528	113	67	628	304	324	95
July-September										
Total										
AVERAGE SIZE OF PURCHASE:	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>	<u>Units</u>
1957-58:										
October-December	6.4	5.4	5.7	8.0	6.3	5.5	2/	6.4	2/	7.2
January-March	6.2	4.9	5.9	7.8	6.2	5.5	6.3	6.1	6.0	6.9
April-June	7.2	5.9	7.1	8.5	6.5	6.2	7.2	7.3	7.3	7.5
July-September	7.8	6.6	7.9	9.3	6.9	6.5	7.8	7.9	7.8	8.0
1958-59:										
October-December	6.5	5.2	5.6	8.3	6.2	5.3	6.7	6.2	6.1	7.1
January-March	6.4	5.0	5.9	8.0	6.4	5.6	6.6	6.4	5.6	7.7
April-June	7.8	6.7	7.7	9.2	6.8	6.1	7.7	8.1	7.5	8.3
July-September										
PURCHASES PER 1,000 POPULATION:	<u>Boxes</u>	<u>Boxes</u>	<u>Boxes</u>	<u>Boxes</u>	<u>Boxes</u>	<u>Boxes</u>				
1957-58:										
October-December	4.7	4.6	3.0	7.2	5.2	3.7				
January-March	4.9	4.7	3.5	6.9	5.4	4.1				
April-June	7.7	6.3	5.2	13.4	7.6	5.0				
July-September	9.2	8.2	6.6	14.8	9.4	5.8				
1958-59:										
October-December	4.2	3.9	2.6	6.7	4.4	3.3				
January-March	4.1	3.8	2.7	6.3	4.5	3.0				
April-June	8.0	7.8	5.8	13.1	6.6	3.9				
July-September										
AVERAGE PRICE PAID PER DOZEN:	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1957-58:										
October-December	45.9	52.4	55.4	38.7	44.9	48.6	2/	49.1	2/	39.9
January-March	47.0	53.2	57.1	39.2	45.9	47.7	45.8	49.8	49.7	39.9
April-June	43.7	50.9	51.4	38.0	44.0	45.8	43.2	45.3	44.6	40.1
July-September	42.5	49.2	48.6	36.6	43.6	44.0	42.0	44.0	43.0	40.0
Season average	44.2	51.0	52.1	37.8	44.4	46.2	43.4	46.3	45.6	40.0
1958-59:										
October-December	44.8	52.0	55.1	37.8	44.1	47.7	43.3	47.2	47.9	42.4
January-March	45.0	52.9	54.9	38.0	43.0	48.0	44.0	46.3	48.8	39.9
April-June	42.0	48.4	46.8	36.4	42.1	46.6	41.8	41.6	43.7	38.9
July-September										
Season average										

1/ Delicatessens, department stores, dairies, roadside markets, fruit stands, etc. 2/ Data not available.

Comparable data for 1956-57 appear in CPFJ-73 (July-September 1958).